

# PRINTERS' INK

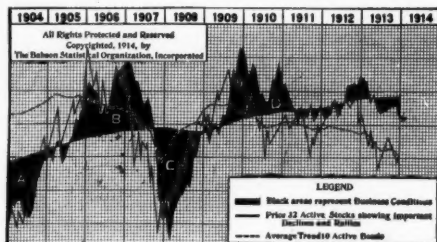
A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXXVII

NEW YORK, JUNE 25, 1914

No. 13



## Advertising a Statistical Service

The Babson Statistical Organization of Wellesley Hills, Mass., offers a mercantile and financial service dealing with fundamental trade and business conditions. This Service enables those who use it to form an intelligent opinion regarding the existing commercial and financial situation and to judge the future in a logical way. After a year's experience with the Ayer way of advertising, they wrote us a letter from which we quote the following paragraph:

"Our service is a difficult one to advertise and must be laid before the public in an original manner. To say that we are highly pleased is putting it mildly; for not only have you incited the conservative Investor to action, but the hard-headed Manufacturer and Merchant have certainly been convinced that they need this Service, as our growing subscription list plainly shows."

N. W. AYER & SON  
Philadelphia

New York

Boston

Chicago

(This is Advertisement Number Thirty-nine of a Series.)

## Watch the Newspaper Headlines— “Farmersthis” and “Farmersthat”

The newspapers tell the story! Every time a paper forecasts the outlook for fall the *first* thought is of the *farmer* and his crops!

The promises for prosperity in every line of business are based on the farmers' money.

What plans are you making, Mr. Manufacturer, to share in that prosperity?

Are you going to wait for the farmers' money to filter round to you via the city?

\* \* \*

The livest manufacturers are planning to go direct to the farmer this fall and go after his business harder and more intelligently than ever.

That means reaching the farmer through the mediums that are closest to him, through the papers which deal with the conditions in the most close and direct fashion.

Standard Farm Papers do not shoot their editorial guns in the general direction of “agriculture”: they deal with specific conditions as they exist in a given branch of the industry or a given section of the country.

\* \* \*

There are two results—  
Standard Farm Papers get close to their readers—

Also their circulations are concentrative and often their subscription lists number as *paid subscribers* one out of every two or three farmers *throughout* a given state or section.

Advertising in such a medium is putting your business blows close enough together to get quick, sure results.



TRADE-MARK OF QUALITY

### Standard Farm Papers

are	Prairie Farmer, Chicago
Farm	Pennsylvania Farmer
Papers	The Breeder's Gazette
of	Hoard's Dairyman
Known	Wallaces' Farmer
Value	Kansas Farmer
	Progressive Farmer
	Missouri Farmer
	The Wisconsin Agriculturist
	The Indiana Farmer
	The Farmer, St. Paul
	Oklahoma Farm Journal
	The Ohio Farmer
	The Michigan Farmer

Wallace C. Richardson, Inc.,  
Eastern Representatives,  
41 Park Row, New York City.

George W. Herbert, Inc.,  
Western Representatives,  
119 W. Madison St.,  
(Advertising Bldg.), Chicago.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1898

VOL. LXXXVII

NEW YORK, JUNE 25, 1914

No. 13

## Title Now Is "Associated Advertising Clubs of the World"

Toronto Convention Opens with Record-Breaking Attendance

By Telegraph to PRINTERS' INK.

TORONTO, ONT., June 22.

IT is the Associated Advertising Clubs of the World, and no longer merely the Associated Advertising Clubs of America, that is holding its tenth annual convention at Toronto. The change was inspired not merely by the crossing of the international line. The attendance of foreign delegates from Great Britain, France, Germany, Cuba, Japan and even China had something to do with it. The formation of the British advertising association, and its request for affiliation, had much to do with it. The change was made unanimously by a *viva voce* vote. And the talk about London in 1920 or so began to sound not unreasonable.

By Monday night the registration figures showed some 2,000 delegates present, with 1,800 other visitors. This indicates a probable attendance of between 2,500 and 3,000 delegates, nearly 5,000 with visitors. Boston registered 2,100 delegates; Dallas, 2,400; Baltimore about the same. So Toronto is likely to break all records. At all events, the largest crowd that ever attended an opening session of the advertising convention was out at the exposition grounds Monday morning, and settled down to transact the preliminary business with a more business-like air than has characterized past conventions. Business, in fact, was in the air. The old-time whoop and hurrah were practically gone. Never again Omaha, Boston or Dallas. When the Waco, Texas, delegation came late into the convention hall, pa-

rating with banner and song, and were gently rebuked by the chair instead of being stormily saluted, as of yore; when the El Paso burro was led up the center aisle and across the hall without evoking a single cheer; when Fred McJunkin, of Dallas, himself rose to wave back the advance of another fun-making invasion of burros and sombreros, everybody whose memory stretched over three conventions knew the end of all the hobbledehoy had come. It was for work the delegation had come.

The adoption of the new constitution and by-laws on Monday welded the different advertising interests not only together, but into one with the different clubs, making an organic whole and creating a national commission whose authority is second only to the executive committee of the association, and whose vote controls a third of that body. The rivalry of San Francisco with Chicago for the 1915 convention and the claims of Cincinnati for 1916 and Edmonton, Alberta, for 1917 were only incidental interests.

The whole of the first day's programme was not concluded. Thirteen clubs presented their claims for PRINTERS' INK Cup, but the award was not made on Monday.

### OPENING ADDRESSES

The convention opened in the large Transportation Building on the magnificent Fair Grounds, said to be the finest in America. President Woodhead called the convention to order in a hall handsomely decorated with bunt-

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ing and with intertwined British and American flags, and walls set off with numerous "Truth" seals and shields bearing appropriate "Truth" mottoes. Following the singing of the national hymns of the two countries and the invocation by George C. Hubbs, assistant sales manager of Dodge Brothers, Detroit, addresses of welcome were made on behalf of H. R. H. the Duke of Connaught, by Sir John Gibson, Lieutenant-Governor of Ontario; on behalf of the city of Toronto, by Mayor Hockin; on behalf of the ladies of Canada to the visiting ladies of the convention, by Miss Constance Rudyerd Boulton, and on behalf of the Toronto Ad Club, by William S. Rook.

President Woodhead's response was followed by his address, printed on page 52 of this issue.

The report of a provisional national commission on the new constitution and by-laws by William H. Ingersoll was adopted with the change of name to the Associated Advertising Clubs of the World, on motion of James C. Dunlap, of Chicago.

The awards of the Dallas Ladies' Trophy, the Baltimore Truth Trophy, and the Boston Mileage Banner were transferred to Tuesday.

The award of PRINTERS' INK Cup went over in consequence of several of the clubs contending having handed in their claims at the last minute.

Thirteen clubs competed, the largest number ever entered in any contest for the trophy. They were the Minneapolis Advertising Forum, the Pilgrim Publicity Association of Boston, Advertising Men's League of New York, Los Angeles Advertising Club, Des Moines Ad Men's Club, the Birmingham, Ala., Ad Club, Toledo Advertising Club, El Paso Ad Club, Nevada, Ia., Ad Club, Edmonton, Alberta, Industrial Association's Advertising Department, Publicity Club of Bridgeport, Conn., Advertising Club of San Diego, and the Advertising Club of Cincinnati.

These clubs made their claims to the committee headed by C. R.

Stevenson, of Mishawaka, Ind., together with the evidence to support them. Des Moines presented her evidence in the shape of a huge scrap-book which it took two men to handle. This evidence the committee had to consider in detail. Chairman Stevenson said the evidence of Los Angeles alone took him several evenings to read.

Secretary Florea reported a cash balance of \$4,998.48, and total assets of \$9,946.27. The financial committee raised funds during the year as follows: From advertising agents, \$200; newspapers, \$200; engravers, \$195; general advertisers, \$605; retail advertisers, \$275; religious press, \$177.50; specialty manufacturers, \$701, and since June 1, the outdoor advertising association, \$2,000; poster advertising association, \$3,000; directory publishers, \$500; *Sunset Magazine*, \$150—a total of \$9,803.50.

The number of clubs at this time is 132, a loss of eight clubs, which, however, had never been advertising clubs proper. The individual membership is now 10,678, a gain of 395. The Manila Advertising Club, of Manila, P. I., has applied for membership during the year.

Treasurer Le Quatte reported receipts during the year as \$45,000, of which about \$40,000 was checked out.

One hundred and eleven persons competed for the thousand-dollar prize given by *Advertising and Selling*. J. P. Beck, advertising manager of the Universal Portland Cement Company, of Chicago, was the winner, with his paper, "Formulating a Winning Sales Campaign for Cement." The following were given honorable mention: R. W. Ashcroft, of Montreal; Thornton Purkis, of Toronto; Marshall Olds, of New York, and C. M. Wessels, of Philadelphia.

Great interest centered in the Standards of Practice prepared in the interest of each department to put into operation the Declaration of Principles adopted last year at Baltimore. These were set down for adoption on Tuesday by the departmental sessions.

## *Everybody's Magazine*

for 1913 was in excess of its guarantee of 600,000 average monthly net circulation.

Price, Waterhouse's statement to this effect was mailed last week to all advertisers and agents.

That same guarantee holds good for 1914.

In the entire history of the magazine Everybody's has never had more influence and prestige among its readers than it has now.

The high quality of Everybody's editorial contents is the reason why the magazine is in excess of its guarantee.

**The Ridgway Company**  
New York

# Half-Minute Stories of the Speeches at Toronto Convention

Brief Summaries and Selections of Addresses Before Members of A. A. C. of A., June 22-24

## Canadian Newspaper Development

**J**OHAN M. IMRIE, secretary of the Canadian Press Association, reviewed the work done by it the past year in improving the relations between newspapers and advertising agencies and in standardizing newspaper practice in relation to advertising. Progress made, he said, is due to hearty co-operation. Regarding standards of requirements for the recognition of advertising agencies he said:

The adoption of a standard of requirements for the recognition of an advertising agency was the next important work of the committee. The personal element was given first consideration—good business character and experience and proven ability in advertising were made essential qualities. In the second place a minimum of three general accounts was required. Each of these accounts was to be separate and distinct from any other, and at least one of the three was to be a new account created by the applying agency. In the third place it was required that the applying agency should have financial resources commensurate with the amount of business it was placing and sufficient to justify the advertising committee in recommending the extension of credit.

The original standard has since been amended in the matter of accounts handled so as to exclude from consideration in connection with an application for recognition all real estate and other accounts of a speculative nature. It has also been accepted as a general principle that a surplus of \$10,000 shall be the minimum in the matter of financial resources. In cases where this is not avail-

able in cash or liquid assets it may be made up in bonds satisfactory to the committee.

## Women as Factors in Clean Business

**E.** L. CLIFFORD, of the *Minneapolis Journal*, in his paper, "Clean Pages the Best Policy," surveyed the progress made by publishers in making their papers clean. Referring to the influence of women, he said:

Our social trend has been upward—and it has been largely due to the gradual evolution in the position of woman. She is a factor—sometimes a militant one—to be reckoned with, always. She has achieved a place in the world of affairs. She contributes to the solution of social questions. She has ideas of her own. She is going to be the ruler of the advertising world—for she reads the advertisements and buys the goods. She is taking an active part in the making of the new newspaper—and it must be made clean, for she is going to have the "say" about the influences that surround her home and her children. She will eventually pick the clean newspaper in preference to the unclean—inevitably. She is driving the slovenly, irresponsible merchant out of business, and she will drive the slovenly, irresponsible publisher out of business. She reads the advertisements and does the buying for the home.

## Advertising Use of State Fairs

**T**HE State agricultural fairs found a champion in Frank W. Lovejoy, of the *Wisconsin Agriculturist*, whose subject was "Getting the Farmer to Make the

# The Sales Promotion

Department of The Iron Age

is equipped to put *increased selling power* into the printed page and obtain material of selling value for the salesman

## Ask Questions No Obligation

### The Iron Age

SALES PROMOTION DEPT.

**239 West 39th Street  
New York**

# Your Farm Market Analyzed At a Glance

No matter what you have to sell, your opportunity for doing business in any line and in any part of the country can be quickly shown by our Definite Data maps.

They comprise a thorough analysis of the buying power of the American farmer and the best methods of distributing goods to him.

Compiled by counties they give information for any part of any state of the Union and graphically portray the general centers of production—at a glance.

These Definite Data maps take the place of tedious figures in our new service—the "last word" in marketing analysis. They eliminate tiresome brain work, save time and give surer results. A glance at a map is enough to get complete information for the entire United States.

They begin with the glacial map of North America illustrating the area where the rocks ground up by ice laid the foundation of a fertile soil that aggrandized Agricultural America—reaching back thousands of years and yet embracing the extent of the sale of 1914 automobiles.

Any farm paper in the United States, regardless of class or character, can use these maps to present its territory to advertisers for they cover not only the territory of Successful Farming but reveal the possibilities in the territory of every other farm paper. Any advertiser can use these maps in determining the worth of the territory of any particular farm paper he may be considering as they demon-

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strate the possibilities for the whole United States very clearly. This service is not only the "last word" in marketing analysis but it is the Alpha and Omega of all territorial data.

## Definite Data Maps

To give the scope of these maps and to enable advertisers, whether our patrons or not, agency men and others interested in advertising, to avail themselves of this service at once, we give the following preliminary description of the nine series.

### Series No. 1

#### Soil Elements

Analyzes thoroughly and portrays graphically the fundamentals of America's agricultural greatness.

### Series No. 2

#### Farming Area

Show location of land most profitable for farming and where farms of different sizes are located in largest numbers.

### Series No. 3

#### General Valuations

From returns compiled by counties this series show for any part of every state in the Union the value of land, the value of buildings, value of farm machinery, value of crop production, and value of live stock, etc.

### Series No. 4

#### Crop Yields

Different maps show the exact location of the "Corn Belt," "Wheat Belt" and similar information on hay, fruits and vegetables.

Additional authentic information not suitable for charts and maps has been gathered and is also at your service.

How can we serve YOU?

### Series No. 5

#### Farm Livestock

Defines the "Hog Belt," "Dairy Center" and give thorough data at a glance of any part of any state in the United States.

### Series No. 6

#### Operation Expense

Cover cost of labor, fertilizers, feeds, etc. An important map of the series will be one showing the average net incomes of farmers in all parts of the Union.

### Series No. 7

#### Farm Tenure

Deal with the number of farm owners in each state, number of tenants, mortgaged farms, etc.

### Series No. 8

#### Merchandise Distribution

Give location of dealers in various lines by states.

### Series No. 9

#### Farm Paper Circulation

Show graphically where is located the circulation of various farm papers.

E. T. Meredith, Publisher

## Successful Farming

Des Moines, Iowa

Dealer Stock the Goods." After describing the conditions and the view-point prevailing on the farms, Mr. Lovejoy said:

In every agricultural State in the Union during the fall and summer months, State fairs are held. These institutions are usually controlled by the State government and represent investments from \$350,000 to \$500,000 in buildings alone. The average duration is from three to six days, and the attendance we will say is 50,000 people per day.

Here the progressive farmer comes after his summer work is completed. In many cases he takes his family and visits the fair for the week. He looks carefully over the exhibits, goes to all the judging of live stock, frequently takes a personal interest in exhibiting his own product, and returns home to think it all over.

The manufacturer who is trying to create dealer demand in the farm field should take seriously into consideration these State fairs. Arrange for an exhibit previous to the event, have the booth attractively decorated, if possible displaying the product in operation or in use. Frequently some little souvenir which can be easily given and carried away is effective in continuing the impression after the fair.

Use advertising space in the farm papers reaching the territory which the State fair will naturally draw from. Advertise the exhibit for two or three weeks previous to the event. Make it a point to invite the farmer to see the display. Offer him a special inducement if he buys at the fair. Suggest that he bring his friends. In any number of ways make him feel welcome and go to the fair with the distinct purpose of looking up the exhibit.

Blank cards or a suitable register furnish means of securing the farmer's name and address. Sometimes where a farmer is loath to give this information the promise of detailed literature sent direct to his home will inspire confidence.

An article sold at the State fair, if small enough to carry away, can

be delivered immediately to the purchaser, and the profit turned in to the dealer who would naturally secure the sale at home. Another good plan is to deliver the goods through the farmer's local dealer. In any event, these State fairs draw a very high class of farmers and they should be an important part of the manufacturer's campaign.

## The Farmer as a Prospect

G. B. SHARPE, of the De Laval Separator Company, New York, in his address entitled "Direct Advertising to Reach the Farmer," said that now is a particularly opportune time to go after rural trade, because so comparatively few manufacturers are competing for it. He spoke in part as follows:

While direct advertising can be used advantageously to reach almost any class of people or business men, it seems to me that the opportunity for its profitable application is greater in the farm field than in any other.

In the first place, as a class, the purchasing power of the farmer to-day is probably greater than in any other field. Farm conditions have undergone a wonderful change in the last five or ten years. The market value of farm products, as those of us who have to pay for them know, has constantly been increasing, and the farmer is in a better position to buy whatever he wants and needs than he ever was before.

In the second place, the advertiser attempting to reach the farmer through direct advertising will find less competition than if he were cultivating prospects in the urban communities. This is particularly true of lines of merchandise outside of farm machinery and supplies, which have to do with the maintenance and operation of the farm. I don't say this is a condition which is going to last very long; in fact, I don't think it is, because in almost every line of merchandise more concerns are laying their plans to get their share of the farmer's trade.

# Theodore Roosevelt

*Contributes a Preliminary Story of "The River of Doubt"*

## Senator Lodge

*Writes of the "Divisions of a Convalescent"*

## Richard Harding Davis

*Tells from Vera Cruz "When a War Is Not a War"*

## "A Toast to Dewey"

*A Stirring Story of the U. S. Navy of To-day*

## in the July SCRIBNER

the leading high grade magazine

*Placed on sale*

*Wednesday, June 24*

There is a standard in magazine literature. The Scribner standard is based on things that endure.

If your goods are distributed through dealers and you want to reach the farmer trade, it would seem to me that the ideal combination is a distribution of your goods among country merchants; a good strong campaign in the better class of farm papers—papers that are subscribed for because they are wanted—and a close following up of all prospects, both those received in response to farm-paper advertising and also those whose names have been given you by dealers as being probable purchasers of goods.

### Signs of Strength and Weakness in Mediums

**R. D. BALDWIN**, advertising manager of the Simonds Manufacturing Company, Fitchburg, Mass., discussed "How Internal Efficiency of a Business Paper Is of Value to Subscribers and Advertisers." He said in part:

How easy it is to recognize the signs of carelessness and unbusinesslike methods on the part of a paper soliciting advertising! First, there is a refusal to quote circulation figures or give data regarding the quality and distribution of that circulation. Secondly, there is the glib quotation of circulation statistics that are palpably lies. A lie is so easy to manipulate and paint slightly white when some papers or their advertising solicitors talk circulation.

How must we classify these papers, when emblazoned on our hearts and minds is the motto of the Associated Advertising Clubs of America, that one all-inclusive word "Truth"?

Time deals not gently with such papers, but it may take several years for enough people to realize that they are being fooled all the time and during these years the publisher smiles contentedly and pockets the money.

Some papers will make startling offers to run your advertisement for six or eight insertions free. Then loudly claim that such a generous offer was never before made by anyone to anyone, when

they themselves have made it regularly every four months during the last five years.

The properly managed paper has a method of selling and charging for its space that is standardized, and these businesslike methods appeal most strongly to the advertiser. He doesn't want free space. He thinks less of the paper that offers it. What he does want is to know that the paper is so efficient in all its departments that it recognizes the commercial value of its own commodity, advertising space, and offers it for sale accordingly. Let the day come soon when such papers will be generally recognized and shall drive out all the fakes; then will both the subscriber and the advertiser realize the fullest measure of value from trade and technical papers.

### Supplies Binders for House-Organ

**"USING** House-Organ to Get Indirect Inquiries" was the subject of the paper by M. S. Kimball, editor of *Plymouth Products*, published by the Plymouth Cordage Co., North Plymouth, Mass. At first the salesmen of the company's distributors were not keenly interested in the house-organ. So the names and addresses of the salesmen were secured and the house-organ sent them. Mr. Kimball said:

To make them realize the importance, we attached to it and as a special incentive to make them preserve all copies received for future reference, we presented each salesman with a flexible leather binder stamped in gold on the cover with the man's name, our trade-mark and a statement that the binder was presented with our compliments. Our agents' executives also received this binder. All copies of the house-organ going to holders of this binder are specially punched by us so as to be all ready for insertion.

As a result of this special work and of frequent follow-up work on the salesman by letter and special bulletin—all backed up by

(Continued on page 17)

# A Page on Pie

By R. B. Wrigley



I was brought up on a farm. In our locality we raised corn, oats, thistles, mortgages and pies. And the pies my mother baked were so good that they made up for any discomfort caused by the heat of the sun, the cold of the winter, the lack of the latest style in automobiles, the lack of money. Those pies were never flat, never soggy, never dry—they were *pudding*, *gastronomic*, *comprehensible*, and because my mother never let me eat more than three pieces at a sitting, I *never* got enough.

For the last fifteen years I have looked high and low in Chicago for good pie. I've tried the staple foundry article in the lunch room and I've tried the rich concoctions in the lobster palace where they did the thing right—they'd serve you a digestive salad with each piece instead of cheese. But in all these years I've never found a pie that *even* approached the simple, juicy, luscious, soul-delighting pie of my boyhood days—until just recently.

Thompson's pies were no better than the rest, until within the last few weeks. For Thompson used to buy his pies from a *factory* run by a fellow named Thompson, who had facilities for making them himself in sufficient quantities to meet the wants of any or every thousand people daily. But now he's making them, in his own *pie studio*, on the eighth floor of his million-dollar daylight bake shop at Clark and Kinzie.

And the pies that I get now at Thompson's restaurants—apple, pumpkin, lemon cream, blueberry, raisin, peach, pineapple, chocolate and coconut cream—are *ALMOST* as good as I used to get on a beautiful day in Mother's old farm kitchen. They're as far ahead of anything I ever had before in a public restaurant that there's simply no comparison.

If you like pie—and if you don't you ought to be examined by a specialist to see what's the matter with you—step into any one of THOMPSON'S HOME-MADE PIES in Chicago, try a piece of THOMPSON'S HOME-MADE PIE, it's a nickel a cut, with a glass of pure country milk, and see if I'm not right.

Look for this PURE FOOD SIGN—

**Thompson's**

Thompson has pure food restaurants in New York, Philadelphia, Albany, Pittsburgh, Cleveland, Cincinnati, St. Louis, Kansas City, Minneapolis, St. Paul, Chicago, Quincy, Peoria, Decatur, Springfield and Joliet, as well as in Chicago.

Copyright, 1914, by R. B. Wrigley

This is a sample of the sort of work we do. "A Page on Pie," in two Chicago papers, increased the sale of Thompson's pie 3000 cuts per day.

## Wrigley Advertising Agency

Conway Building, Chicago

# McGraw Buying

# Electrical

How it works for

From Alaska to Dallas, from Atlantic City to Los Angeles, the lighting and power companies

of America are buying units which spend countless millions a year for electrical equipment and supplies and buy for resale almost everything that uses electricity. These buying units are attracted to the Electrical World because its text pages and advertising pages help the executives and department heads in their work.

Within the last few weeks, the five news items reproduced here appeared. In each of the companies mentioned, about to spend an aggregate of \$8,753,000, the men who will sway the Electrical World.

**VALDEZ, ALASKA**—The capital stock of the Alaska Wtr. Lt. & Pwr. Co. of Valdez has been increased from \$100,000 to \$250,000. The company contemplates extensive development work during the summer. S. A. Hemple is president of the company.

**DALLAS, TEX.**—The Dallas El. Lt. & Pwr. Co. it is reported, is planning to enlarge its power plant and place its wires underground in the downtown district, at a cost of about \$1,000,000. The Stone & Webster Management Association, of Boston, Mass., is general manager.

**ATLANTIC CITY, N. J.**—The Board of Public Utility Commissioners has granted the petition of the Atlantic City El. Co. to issue \$103,000 in bonds, the proceeds to be used for fixed capital expenditures to plant and equipment.

**CHARLES CITY, IA.**—The Charles City Ltg. & Htg. Co. of Charles City, has changed its name to the Cedar Valley Pwr. Co. and has purchased plants or obtained franchises in the following towns: Nashua, Clarksville, Bristow, Allison, Dumont, Parkersburg, Hampton, Chapin, Sheffield and Rockwell, and will furnish electricity to these towns as soon as possible; the company also expects to extend its service to other towns. The capital stock of the company is placed at \$1,000,000. The officers are: H. H. Caughman, of Waterloo, president; M. A. Harrison, of Hampton, vice-president, and A. L. Dodd, of Charles City, secretary and general manager.

**LOS ANGELES, CAL.**—Of the proceeds of the \$5,500,000 power bonds voted May 8 for the completion of the aqueduct power project, approximately \$1,250,000 will be used for completion of power plant, building a central receiving station in Los Angeles, and a transmission line from the plant to Los Angeles, for which equipment for material has been purchased; cable and insulators have also been purchased for the transmission line. Bids will be called at an early date for steel towers for transmission line. The \$5,250,000 voted for the distributing system within the city is intended to be used for the purchase of existing lines already installed.

orders are subscribers for

# ng Unit Circulation

## ks for advertisers in the

# ical World

### These are typical cases

The same condition exists throughout the electrical industry. Engineering firms, electrical contracting companies, jobbers, dealers and manufacturers as well as lighting and power companies are buying units in which the important men are readers of the Electrical World. This shows what McGraw Buying Unit Circulation does for advertisers in the Electrical World.

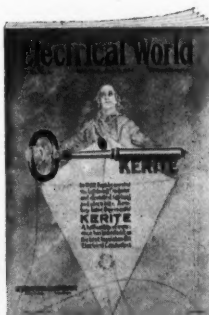
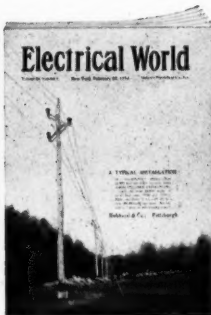
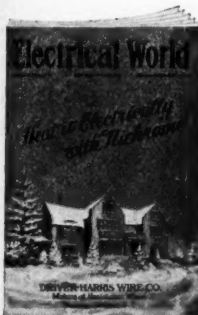
It shows that the Electrical World is THE paper which is read by the big men in the big buying units of the electrical industry.

It shows why advertising in the Electrical World pays the advertisers.

It shows why the Electrical World carries more paid advertising than all other papers in its field combined.

It shows that McGraw Buying Unit Circulation supplies real sales opportunities for the advertiser—wasteless circulation. It shows the mighty power of Electrical World circulation, not merely secured, but carefully selected.

If you want to know how these buying units can be made customers of yours, ask for a no-charge, no-obligation Service Department Brief on your advertising possibilities. Just say 'you want the brief.'



**McGraw Publishing Co., Inc., 239 W. 39th St., New York**  
**Electric Railway Journal    Electrical World    Engineering Record**  
**Metallurgical and Chemical Engineering**

# What is a Good Housekeeping Store ?

The Good Housekeeping store is the progressive one that, through co-operation and service, is cashing in on the powerful influence of national advertising.

Such a store features advertised goods, especially those offered in Good Housekeeping, which are guaranteed to be satisfactory or money refunded.

Quick and cordial welcome is given to new articles of worth, when backed by consistent advertising.

Co-operation with the manufacturer is given. Rapid turn-overs are obtained by pushing nationally advertised goods, the quick and easy sellers. Intelligent and constant use of sales helps moves stocks. The store is distinctly progressive in its policies of buying, selling and service to the customer.

**The Good Housekeeping stores are the kind that are making your advertising pay.** They cover every important field of retail merchandising in every part of the United States.

*Intensely Interesting Data Available*

## Good Housekeeping Magazine

*Co-Operates With the Retail Merchant*

119 West 40th Street, New York

a publication full of real meat for a sales-hungry man—things have changed. One of the first things a distributor does now when he adds a new man to his outside force is to send us his name and address with instructions that he get a binder and *Plymouth Products* regularly. Needless to say, we see to it that the binder is accompanied by all back issues that we can supply.

### Tactics in Overloading Retailers

THE matter of overloading the dealer was dwelt on by Harvey R. Young, advertising manager of the Columbus, O., *Dispatch*, in his address, "The Problems of the Small Retail Dealers." He said in part:

Statistics prove that over 30 per cent of the failures among retailers in Canada and the United States during 1913 were due to overbuying.

Months before the selling season starts, many injudicious merchants are persuaded by the smooth, experienced traveling salesman into believing that his particular line of merchandise is going to sell like "hot cakes." He names certain stores in other towns which placed big orders and adds that there is doubt about future orders being filled, thus persuading the retailer into overbuying.

I have known unscrupulous manufacturers and jobbers to overload retailers with small capital to the extent of jeopardizing their credit with other houses, thus practically placing these retailers in their clutches.

When the traveling salesman from one of these houses calls, the retailer feels obligated to give him an order, whether he needs the goods or not, fearing if he doesn't the house may demand a settlement which he could not make. Hence, the retailer continues to overbuy, paying the long price, too, because he is not in a position to dictate terms.

Frequently 50 per cent of the styles in wearing apparel and novelties change in color, cut or

shape before the retail selling season is fully opened. By this time, the manufacturer has sprung something new, hence the retailer, in order to keep his stock up-to-date and hold the trade, is forced to re-order heavily and is also compelled to sacrifice the greater part of his earlier purchases at a heavy loss, in order to secure the money necessary for the second purchase.

### Press Agent's Explanations

THOSE who at the Toronto Convention attended the sessions of general advertisers had the interesting experience of hearing just how the press agent does it. Moreover, the speaker, W. J. White, is the press agent for the immigration branch of the Department of Interior of the Canadian Government. His work, it will be remembered, has been freely criticised, many declaring that American farmers were lured to the Canadian Northwest to find conditions much different from the highly colored pictures of the press agent, as published in Western American weekly papers. After confessing frankly that it was farmers from the United States who were wanted, Mr. White said that the mediums picked out for his work were the agricultural and weekly country press. Regarding his plan of operation he said in part:

It was our problem to take advantage of an ambitious unrest on the part of this desirable class of people. There was no trouble in deciding where we should be most likely to find these people. The most difficult thing was to drop just the right seed on the right spot at the right time, that it might take root and grow into a desire for better conditions than surrounded them in their localities. Once such a desire was created the rest was easy.

Having aroused the feeling of unrest on the part of the people we were desirous of getting, and having secured their interest in our proposition through the stories which had attracted their at-

tention, we proceeded to give them, step by step, unanswerable arguments.

As for copy, we have used two kinds. We have kept running almost continuously in the papers we have used a small display ad announcing a 160-acre farm in Western Canada free, and have given in connection with this a list of agents from whom information could be secured.

This has been supplemented by printing and reading notices, letters of actual settlers who have succeeded, descriptive articles detailing the possibilities for the settler, the annual crop statistics, the demand for farm help and such other things as would be of interest to the prospective settler.

### Says Farmers Keep Prices Stable

**B**ECAUSE farmers are asking for quality goods and thus forcing dealers to stock advertised brands, Frank E. Long, president of *National Stockman and Farmer* and of *Farmers' Review*, maintained that their influence could be depended upon to help maintain prices. The farmer, because of his prosperity, is no longer asking for cheap, bargain goods.

### Right and Wrong Ways of City Advertising

**L**OUIS A. COLTON, of the Zellerbach Paper Company, San Francisco, Cal., described "Rightly Prepared Booklets for Municipal Advertising." He declared that a city should not prepare literature for the purpose of bringing population. He explained why, as follows:

A large proportion of our world's inhabitants are a discontented lot. The mountains in the distance always look fairest, and men that are fairly well situated in the one city, through artfully prepared booklets, might emigrate to other cities and become a charge or a drag to the community. Men who are comfortably located as far as their business is

concerned, and have dependable interests, are not the ones to change so rapidly.

I believe myself that a city, if it enters into a campaign, should have the purpose in mind of inducing the money to flow toward it. By money I mean men who have money to invest. A city should not, therefore, make any endeavor to secure the laboring class or the clerk class, or help of that description, as it logically follows that if factories are established in any city help will be available. There never will be a shortage of the necessary help to handle any enterprise, as the law of supply and demand will in time regulate the labor supply.

Speaking further on the preparation of this booklet, I would show pictures. I would cater also in this booklet to the pleasure-loving disposition of our people. I would show illustrations of the residential district, and would show how the poor man lives as well as his better-favored neighbor. I would show the parks and the playgrounds. I would then go into the matter of showing schools, and hospitals, and the churches. A booklet of this description should act for the city as a very attractive show-window does for a large store. It ought to show not all of its stock, but the stock that might appeal to the average purchaser.

Not everything that might be in a city is advisable to be exploited in this world. Every city has its fine spots, its sore spots, the same as every store has its slow-selling merchandise, and its merchandise that is not worth 100 per cent on the dollar. For this reason a booklet should be truthful, and yet at the same time exploit only that which is worthy of exploitation, that which will bring results.

An average city has so much to sell, and it seems to me that an ordinary, unvarnished statement of what it has to sell is all that is to be required. If it has a good police department, that is a strong point to be elaborated. If its schools are the best in the country, at least if it thinks they are

the best, that is a strong selling point; if it has beautiful parks, if it has fine hospitals, if its streets are well paved, if it has an industrious population, if its bank clearings are high, showing plenty of business; if it has a large amount in savings banks, showing thrift and industry: these facts should be told.

## The Municipal House-Organ

**SUGGESTIONS**, derived from various sources, on what a house-organ for a municipality should contain, were embodied in the address, "The Use of a Magazine to Boost a City," by Clifton D. Jackson, secretary of the Business Men's Association, Mt. Clemens, Mich. Mr. Jackson quoted as follows:

Charles W. Ward, of the Battle Creek Chamber of Commerce, suggests these points:

"The house-organ should be candid and intimate rather than boastful. A boast attracts attention, but no friends.

"Make one issue revolve around one idea. All else should be presented in form of short, pithy statements, lively paragraphs, humorous quips.

"Take time to create a virile, aggressive, friendly, live house-organ."

"In the first place," says Paul A. Leidy, of the Jackson Chamber of Commerce, "the house-organ must acquaint every member with the work its association is doing, the work of committees, the board of directors, subordinate bureaus and the officers.

"Secondly, the house-organ ought to show the outsider the ways in which he can be of assistance to the commercial club. There is hardly a month goes by but that a live commercial organization is making some effort, a success or failure, depending on the support of the individual members."

Thorndike Deland, of the Denver Chamber of Commerce, writes:

"Have plenty of interesting pictures with life in them.

"Do not fill up your magazine with lengthy committee reports.

"Accept a reasonable amount of advertising which makes a magazine look valuable as a medium of publicity.

"Devote a certain amount of space to humorous articles and cartoons.

"Try to make the magazine look different from the ordinary run of publications.

"Endeavor each month to have a certain amount of exclusive news that reaches the members in no other way but through the magazine."

## Cherington's Definition of Advertising

**I**N his address, "The Consumer's Interest in Advertising," Paul T. Cherington, of Harvard University, added his definition of advertising to the many that have been published in **PRINTERS' INK**. He said:

*What is advertising?* No good definition of advertising ever has been made, and the probabilities are one never will be. But for our discussion, suppose we say that, from the consumer's standpoint, advertising includes any effort (except personal salesmanship) to modify the attitude of any appreciable part of the public toward a commodity for sale.

That sounds formidable, but it is extremely simple. For instance, take a can of corn. If it has no label, it is simply a plain, white tin can. As a maker of or dealer in canned corn, I can offer it to you, and no matter what I say to you about it in my personal salesmanship, you are skeptical. If, however, I put a label on it, you at once feel a certain amount of confidence that probably the can really does contain corn. And if, perchance, the label contains a claim that it is a superior grade of Honey-sweet, Maine corn, the confidence is increased, and if it also bears a distinctive name, and the name of some responsible company packing or selling it, it takes on an entirely new aspect. The consumer, buying this corn, not only buys merchandise but he

buys and pays for all the claims made for it, and he also buys and pays for the possibility of securing another can just like it whenever he wants it.

Advertised goods, therefore, are not merely merchandise. They are merchandise plus a quality guarantee, plus a modified demand, plus a reasonable expectation that the distribution system developed by the producer will make it possible to secure the goods whenever they are wanted.

Advertised goods are those about which claims are made and responsibility is assumed, and it follows that advertising is an attempt to change demand. It involves two responsibilities—one for the advertiser and one for the consumer himself. If he is to retain his position as a free agent in purchase, it is not only desirable but entirely necessary for him to sift all claims, to make every feasible test of quality, and to watch carefully all price statements, for the purpose of punishing any misrepresenter by turning his own weapon upon him. The consumer holds the future of advertising in the hollow of his hand and he is beginning to realize it.

### How "Overhead" Should Be Charged

**G.** H. BLANCHARD, president of Blanchard Bros., Inc., Brooklyn, N. Y., spoke informally on "The Cost System as a Help to Manufacturing Efficiency and to Consistent Price-Making." He reviewed the various elements that must be figured in the cost of running a business. He explained his own ideas about "overhead" as follows:

My discovery, and I say discovery because in adopting and proving my stand I go directly contrary to several so-called authorities, is that *all overhead* should be figured against the productive labor *only*, and *not* against productive labor *and* stock, as is claimed by the so-called authorities I have just referred to.

Let me explain here that I am applying this rule *only* where the

cost of stock considerably exceeds the labor that goes on it, and that condition holds good with practically the majority of advertising specialty manufacturers. The exceptions to this rule will kindly reserve their brickbats, and remember that I am not attempting to cover more than one phase of this far-reaching question of manufacturing costs.

### The Ad Man Who Turned Detective

**A** RECORD of suggestive personal experience was recounted by C. L. Brittain, assistant general manager of the Kline Cloak & Suit Co., Kansas City, Mo., in his address, "Honesty Is the Most Important Factor in Retail Advertising." He said:

I was once an ad man in a men's wear store, a store that had an excellent opportunity to make of itself one of the foremost stores in its city. I stayed there only four months. During the first few weeks I noticed that my ads didn't pull—I had left a very fine store where well-prepared copy pulled well. Of course, I was very anxious to soon prove my ability in my new position. The longer I worked the surer I was convinced that my copy didn't pull. I would even advertise \$2 English cravats for \$1.65—bargains that sounded wonderful to me when I wrote my copy and I could not understand why such advertising would not pull as it should. One day I attended one of my own sales. I even did such a thing as to go right down into the department and ask to see the goods advertised. I wanted to know—I really cared. What do you suppose I found? I found the most beautiful \$1.50 neckwear marked to \$1.65 and before they marked it down they marked it up to \$2 so it would show a mark-down. I learned that this had been a regular practice in the department—working on the theory that the people were all fools and could be fooled—and the real truth was that we were fooling ourselves.

I soon became a regular detec-

Why do the announcements of the latest developments in the machinery-building field appear *first* in the AMERICAN MACHINIST?

Why do a thousand practical men, including very busy and prominent men, contribute articles each year to the AMERICAN MACHINIST?

Why are the important technical books in the machinery-building field practically reprints of articles in the AMERICAN MACHINIST?

Why does the AMERICAN MACHINIST spend as much money editorially each year on 1,300,000 copies as a monthly general magazine does on 12,000,000 copies?

Why do men in thousands of machineshops consider the AMERICAN MACHINIST not merely as a periodical but as a useful tool?

**Hill Publishing Co., 505 Pearl St., New York**

Also publishers of the Engineering & Mining Journal,  
Engineering News, Power and Coal Age

Can You Buy  
400,000 Circulation  
at 27½ cents a Line?

Try it and you will meet with  
failure in every city in America—  
Except one—Kansas City!

The rate for advertising in The  
Kansas City Star on 5,000 line  
contracts is 27½ cents per line.

The Kansas City Star  
400,000 Copies Daily

tive in that store—I got busy. One day I found two high-priced clothing salesmen cutting buttons off of the trousers to suits—suits that had been advertised nationally for many months at \$17. This store was an agent in our city for these clothes, and had been selling them all season for \$17—had had them in the windows where even our customers and competitors could both see them. They were being advertised in magazines and on billboards for \$17 and \$17 was stamped on the buttons which those men were cutting off. A few days later I had the honor (?) of advertising these suits in a sale for \$18.50, calling them our regular \$25 suits. Fine business—if it worked. But again my advertisement didn't pull. It was at this time that I realized I was wasting both time and money. I was determined that from that time on I would refuse to write a single lying advertisement for anyone. I was convinced that honesty was the only dependable policy—as I had always believed.

After failing to convince my employer that he was steering in the wrong direction—and he refusing to take a life-boat, I was determined to desert my party—so I quit the ship before she sank.

### Fixing the Retail Appropriation

THE vital question of determining the retail appropriation was discussed in the address by W. A. Holt, advertising manager of "Bullock's," Los Angeles. Should it be a percentage or a fixed sum? A percentage of expected sales *the coming year*, answered Mr. Holt. Should it fluctuate? It should, in order to take advantage of special opportunities. Mr. Holt gave the following word of caution:

I believe that many advertising managers within retail businesses are working under a handicap that is detrimental to their own best interests by sticking closely to the writing of copy rather than to the study and development of plans and ideas—that this handicap is due to the fact that retail

advertising men allow it to exist and that the time has arrived to throw off the yoke and broaden out into the bigger and better future.

### Helping the Weaker Departments

THE Retail Advertising Appropriation—When to Spend It," was discussed by W. S. Hamburger, Hochschild, Kohn & Co., Baltimore, Md. He said in part:

Advertising managers are only human—and it is human to admire and encourage a success. But on a pinch, I believe the advertising manager is justified in asking a successful department to step aside and utilize the space thus gained to print tonic advertising for one of the weaker departments—even if the advertising does not bring in the same volume of business that an ad for the strong department would bring in. The advertising manager with a mind that can see more dollars and cents beyond will realize that his store cannot be thoroughly sound and healthy as long as there is one weak department in it. And the department manager will realize—if he is big enough mentally—that he is helping himself when he helps another department, and that his own department can no more carry on an independent existence than can his right arm if severed from his body.

### The Specialized vs. the Department Store

THE opportunity of the properly advertised specialized store, in competition with the department store, was enlarged upon by W. A. Ferree, of Nelson Chesman & Co., in his address, "The Future of the Specialized Store." He said in part:

Specialized store advertising, in the several units of illustrations, display lines and texts, and as a whole, should be directly suggestive of the store itself. It should be that a reader of this advertising

could pass familiarly in mind from the advertising to the store.

Attention is directed to the insistence that an approved style be continuously maintained. We have the problem of expressing personality, and it is this that gets the specialized store advertisement attention and consideration, despite the price blare of the department store announcement. If it be impossible to get the advertising composition service at the newspaper, it would be economy to have the advertisement set up by a printing concern so as to insure the proper relation we are seeking between the store and the advertisement.

Whatever is decided upon in style of illustration, display type face, text letter, or white space, the decision should be rigorously followed out, and no departure allowed under any pretext.

The price should be subordinated to information about the article or articles advertised and so couched as to stimulate the desire to possess. Inquiry naturally follows and it often obtains that it would have been better to have omitted the price from the advertisement entirely.

## The Value of a Medium

"THE Character of Circulation as Indicated by the Methods of Obtaining It," was the subject of the address by P. E. Ward, circulation manager of Orange Judd Co. Regarding the elements of value in a publication, he said:

Now, while the advertiser requires such statistical information and can use it to good advantage in helping to formulate his judgment, he should be even more interested in those fundamental, intangible elements that constitute "quality." Therefore, I maintain that the value of a publication as an advertising medium should be judged through an analysis covering total circulation, distribution according to territory which the advertiser wishes to reach, whether the periodical goes to the class of people who will be interested in what the advertiser has to sell, and, above all, the editorial char-

acter of the medium and the nature of the relations and confidence existing between the periodical and its readers.

## The Use of Directories

TWO papers on the development of directory advertising were read by Fred L. Tower, proprietor of the Portland Directory Co., Portland, Me., and by H. J. Farnham, of Price & Lee Co., New Haven, Conn. Mr. Tower's address was "The Proper Use of Directories in Direct Advertising Campaigns"; Mr. Farnham's, "How Can Directories Better Serve the Advertisers and the Public?"

## Says Directories Need Advertising

IN his address, "Relations With Advertising Agents," A. V. Williams, president of the Williams Directory Co., Cincinnati, O., discussed the necessity of educating advertising men to see what directories have to offer. He said in part:

As far as I know personally, from inquiry made among directory men and after carefully looking over "The Advertising Family Tree," tracing its many branches which are well filled with newspapers, magazines and other advertising media, I fail to find, with rare exceptions, any relationship existing between the directory and advertising agents. Advertising men have heard of us, have a speaking acquaintance with us and know something of the directory. In fact, they have availed themselves of the advantages of directory advertising, but strange to say they have not seen fit to give their clients the benefit of it. They have fathered the newspapers, magazines and other publications, but have had no relations with the directory.

We have, I believe, been backward in seeking relations with them. Our policy has been one of "watchful waiting and calm consideration." We have only ourselves to blame. We must get out in the spot-light and blow our

## An impartial "tickler"

While we believe that our particular advertising service is best we are under no obsession that it is the only good service.

So we suggest that you write, in the following spaces, the date on which your next advertising period becomes relevant and the names of the three advertising agencies whom you may have reason to consider most seriously. (Naturally we hope to be included.) Then do some investigating for yourself.

**F. Wallis Armstrong Company**  
Philadelphia

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Hand this to your Secretary

Please bring up to me on ..... this memo.

1.....

2.....

3.....

(In re. selecting an advertising agent)

horn loud and long and frequently.

Directories have been published in the United States for more than a hundred years, and it does seem strange in this progressive age that the necessity should exist of educating advertising men to see what directories have to offer. The necessity is great and we believe the time is at hand. We have been negligent. We have not laid the matter before them as we should have done. They are men of brains and we will have to approach them with our best arguments.

### Criticism of the Quota Plan

THE methods of training salesmen were canvassed by Leonard S. Crone, of the American Art Works, in his speech, "The Development of Efficient Salesmen from Inexperienced Material." He said in criticism of one well-known plan:

The much-used quota plan, while it undoubtedly spurs salesmen to increased efforts *for a certain period*, is *not* a healthy method nor in true sense a development of efficiency.

Even when applied with mitigating allowances for the sales productivity of different territories as judged by the home office, it is a brutal demand to send to your salesman: "Here's what you've got to get as your quota. Go get it."

Such schemes, I grant you, may satisfactorily force a total-volume sales from your entire force that shows the wanted increase, but remember that it was obtained at *forced draft* and you cannot continually lash a lot of high-strung salesmen to these house competitions even if the pill is sugared with added remuneration; and be prepared that eventually and *inevitably* the gains earned with such "spurts" must be followed by a corresponding period of "falling off."

Big and *sure* possibilities for securing more business lie within the sales-forces of specialty advertising.

But these possibilities can best

be converted into bigger sales by the development of greater efficiency of sales effort, *not* by means of "ginger" methods but by scientific *training* of salesmen to a better and more thorough knowledge of specialty advertising—a better equipment to *prove* the efficacy of this method of business building, both in competition with and as conjunctive to *other* methods of advertising.

### Aims of "Service" Departments

A. E. CLIFFORD, second vice-president of the McGraw Publishing Company, gave his hearers a clear understanding of the painstaking work that must go to the making of an influential technical journal, in his paper, "Creating Intentional Interest in Advertising Rather than Accidental Interest." Regarding the work of the "service" department he said:

The service departments of the most successful technical and trade papers have been active in their efforts to secure by personal contact with the advertiser's manufacturing and marketing problems matter for advertisements which in every respect measures up to the editorial standards of their publications. They have endeavored to subdue superlatives, to kill comparatives, and to present only the plain, sane statements of fact which could be published in the text pages. They have demonstrated that this can be accomplished without sacrificing effective appeals through suggestion and reason. The policy of all the better publications is to refuse absolutely to publish "knocking statements" reflecting on a competitor; in other words, to bar what might be termed destructive rather than constructive advertising. Some publications absolutely prohibit one advertiser from mentioning the name of another in his own announcement. These policies have gradually led to more careful censoring of advertising copy—and more and more are publishers coming to shoulder full responsibility for

the truth of everything in their papers.

## What "Reference" Advertising Is

**T**HE Essential Differences Between Creative and Reference Advertising" were pointed out by G. D. W. Marcy, secretary of Sampson & Murdock Company, Boston. He said in part:

The difference I would point out between the two kinds of advertising is largely one of direction. When the initiative is on the part of the seller, who is hunting the prospect to make him want to buy, that is *creative* or display advertising. When the initiative is on the part of the buyer, hunting to find where he can get what he wants, any advertising that helps him on his way is *reference* advertising.

Both forms have their uses, their points of strength and weakness; they are not competitive, but are supplemental; neither can do

the work of the other; but both are needed in a well rounded merchandising plan. Since prospects are often passive, the creative form is necessary, to "get under their skins," and start action. Since desire often occurs from other causes, or after the creative ad suggesting it has been misplaced or thrown away, the reference form is needed, to show the prospect where the goods may be bought.

Recognizing the logical place and advantage of reference advertising, what can we, as directory publishers, do to advance it?

In the first place, let's not try to sell it as something else; recognizing that except for outside spaces, footlines and special locations, it has little display or creative value, and will not make anyone want anything he didn't want before. Let us get its peculiar advantages clearly in our minds, and make others see them. I firmly believe nine men out of ten at this convention think today of directory advertising as a weak form of creative advertising.

# The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel

and not as a strong form of reference advertising. If you don't believe it, talk with any ten men outside of this department.

## Variety in Illustrative Technique

**T**HAT one style of illustration should not be used exclusively by advertisers was a point made in the paper "The Sketch and the Drawing," read by J. W. Rawsthorne, of the Pubcity Engraving Company, Pittsburgh. He said:

The great problem, as well as the great need, of pictorial advertising is variety, and that is the reason why any one form of illustration, no matter how well adapted it may be to its purpose, loses its efficiency with constant repetition.

Photographs have been hailed as the great solution of the illustration problem, but photographs are seldom spontaneous and lack the prime essential of a good picture—concentration of interest.

Decorative drawings have been and are still in wide use, and at present the tendency is toward a revival of pen-and-ink, as being direct and forceful through its natural limitations, which prevent detail.

While some advertisers adopt one special technique, and adhere to it, it is questionable if this is the wisest course, for while it identifies their advertisement at once, it is so familiar that it ceases to make an impression.

The better way is to use the technique best adapted for bringing out the thought you wish to convey, and if you will leave this to the artist you will seldom go astray.

Successful illustration depends on the constant search for new styles in technique, and a thorough mixing of the various media; photographs, illustrative wash drawings, decorative drawings, pen-and-ink drawings, combinations of wash and pen-and-ink, at all times maintaining a sanity and restraint in their use that will keep the thought of the prospect not on the clever tech-

nique, but on the goods you have to sell or the proposition you have to make.

## The Magazine and Advertising Service

**"A MAGAZINE'S Part in Rendering Advertising Service"** was the title of a paper by George R. Wilson, Western advertising manager of *System*. He described various ways in which that magazine has worked to give data to agencies and advertisers.

## Correction of Mailing Lists

**I**N his address, "Building a House-Organ to Last," R. E. Gammel, of the David Gibson Co., Cleveland, referred to mailing lists as follows:

It is really shameful how mailing lists used in direct advertising are sometimes neglected by otherwise businesslike corporations. I am receiving to-day house-organs sent to an address that I left five years ago and several other magazines are coming in with the address given them two years ago.

It is not enough that a mailing list should be corrected once a year, but great stress should be laid upon the fact that it must be kept alive month by month, and corrections should not be allowed to pile up but made immediately.

The successful house-organs about which I have spoken are all as careful about the names on their mailing lists as they are about the signatures on their checks, and the business of handling the mailing list is given over to one person to look after and that person is made responsible for keeping it in as near perfect condition as possible.

## Censorship of Copy

**I**N his paper, "Censorship on Religious Advertising Copy in Religious Publications," R. C. Lowry, manager of the Religious Press Association, of Philadelphia, expressed his belief that religious

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*"It's got Klondike faded to a fare  
you well and any other gold camp  
the world has ever seen."*

IN THE remarkable series upon our occupation in Mexico, contributed by JACK LONDON, "Our Adventurers in Tampico," in this week's issue, dated June 27th, stands forth as a unique achievement. Argonauts are of every phase and every age, be they Greek adventurers seeking the Golden Fleece or Americans seeking oil in Mexico. But before we read this article the picture of American "interest" in Mexico was vague in our minds, a sketch of wavering outline. Mr. LONDON's article has stamped it home like a copper etching, clear and strong and vivid. And if our service to our readers in this affair of Mexico has been (as our friends have been kind enough to assert) unsurpassed by any periodical, we gladly credit LONDON—as well as CONNOLLY, HARE, REUTERDAHL, and RUHL.

## COLLIER'S

THE NATIONAL WEEKLY

*M. G. Hammesfahr.*

Advertising Manager

Collier's NET PAID cir-  
culation issue of June 6th

**748,500**

Present rate of \$3.00 a line  
based on 600,000

"THE GIRL AT THE  
AD COUNTER" by  
Meredith Nicholson, the man  
who wrote "The House  
of a Thousand Candles"—  
in the July 4th issue



# Not a Slack Season with the Southern Farmer!

The areas of business activity shift. Prosperity does not continuously favor one section or one craft with her golden showers.

While realizing the interdependence of trades—the great “sympathetic” system of business—there are always times when one section offers better opportunities than another—when one craft’s relative prosperity is higher.

This is the year of the farmer—the *Southern farmer* if you please.

Of the 25 million wage-earners, the 10 million farmers have been least bothered by unsettled conditions.

Of the 10 million farmers—the 5 million that live in the South have been in Prosperity’s spotlight.

The Western shortage in corn merely boosted prices for the Southern Farmers, and they had big yields to sell at a high price. Last year was good to the tobacco grower—the cotton farmer. The South is fast becoming a great dairy country.

Here are 20% of the male wage-earners of the country—and 50% of the farmers of the United States.

Here is one-fifth of the sales field which many manufacturers of necessities, conveniences and luxuries have not cultivated. Here is one-half of the sales field for farm supplies which some manufacturers have never touched with their advertising plow.

Here is a field which many manufacturers are now cultivating with great profit. Here is a field that would prove a splendid form of sales insurance, when selling to wage-earners in the city is not active—when other farm fields are not up to their customary prosperity.

Here is a field in which advertising is so downright productive that the manufacturer, who once starts to till it, will never let it stand idle again.

We do not recommend that any manufacturer go blindly into this field with implements that will not work in the South—with goods unsuited to our people’s needs, but most any of us can give any manufacturer a pretty good forecast of what favor his goods will meet with south of the Mason and Dixon line.

## All the Farm Papers You Need to Cover the South

**The Southern Planter**  
Richmond, Va.

**The Progressive Farmer**  
Birmingham, Memphis, Raleigh, Dallas

**Southern Agriculturist**  
Nashville, Tenn.

**Southern Ruralist**  
Atlanta, Ga.

**Southern Farming**  
Atlanta, Ga.

**Modern Farming**  
New Orleans, La.

papers should consult only their own judgment of what is acceptable copy, patterning after no other class of publications. The character of the religious mediums demanded an unremitting watch over the advertising columns.

## Co-operation of Religious Papers

J. F. JACOBS, of Clinton, S. C., suggested a closer co-operation of religious papers, in order to popularize the religious press among advertisers. Discussing a bureau which should represent religious papers he said:

The operating expense would probably run to \$200,000 a year. Such an organization should produce in the neighborhood of a half million dollars per annum of business, of which a quarter of a million dollars would go to the publishers for space, approximately \$200,000 would be paid out in expense of maintenance and \$50,000 remain to add to the financial strength of the organization in the way of surplus, or else be distributed in dividends to stockholders.

## Religious Press Criticisms Answered

WILLIAM E. BURTON, D.D., editor of the *Advance*, in his address, "The Value of the Religious Press to the Community," took occasion to discuss some criticisms that have been made against religious papers. He said in part:

There is an impression that the religious papers keep up their circulation by means of an appeal to denominational loyalty and that the readers do not value them as highly as they do those papers which they pay for on their merits. There is another criticism of the religious press, and one for which, I am sorry to say, there has been some ground, namely, that a good many religious papers, failing to secure the higher grades of advertising and finding themselves under necessity of securing some advertising in order to live, have accepted advertise-

ments not of the highest order. I am happy to say that this last criticism cannot now be made of many religious papers. I believe that many of them have cut out advertising of this kind at a cost to themselves which the superficial critic cannot well estimate, and that there is a distinct and increasing tendency on the part of all religious papers to permit only such advertising as is thoroughly reliable and worthy.

As to the criticism that these papers are not bought on their merits, I have reason to believe concerning some of them that they renew an almost incredible proportion of their subscribers who pay the full subscription price, or a small reduction in clubs.

## Big Investment in the Religious Field

CHURCH work was described as the most heavily financed enterprise in the world in the address, "Advertisers Who Ought to Use the Religious Press and How to Reach Them," by J. W. Clinger, of the *Christian Endeavor World*, Boston. He said in part:

The last United States census places the number of church members at over 36,000,000. The value of church property exceeds \$1,300,000,000. Church members—the readers of church papers—voluntarily contribute \$300,000,000 yearly to maintain their churches, and send an additional \$15,000,000 every year to foreign countries for the support of missionary work. The supplies which they send their missionaries include practically everything manufactured in America, and have often been the means of introducing and establishing a good trade for American products in foreign countries.

## Suggests Advertising Fellowships

C. H. WELLER, president of the Associated Advertising Clubs of Iowa, urged that advertising research work should be carried on in an organized way

by the A. A. C. of A. An extract from his paper, "Advertising, a Science or an Art," is as follows:

What, then, should be done? First, a regular research committee should be elected or appointed now, at Toronto, to have this work in charge. Its duty would be to map out the field and supervise the workers in it. If possible it should have available a small fund, mainly for the purpose of publication of results. Next, under the direction of the research committee, four or five fellowships should be established, open, perhaps, upon competitive examination, to graduates of reputable colleges who have had a specified amount of experience in business. These "fellows" should receive a stipend sufficient to support them during the period of their fellowships. They should be responsible to the research committee. Two or three should be matriculated in properly equipped graduate colleges; their field of study might be economic or psychological. Another two or three should be entered with some of our large advertising firms, where opportunities for study would be adequate. Both kinds of fellows should be encouraged to publish the results of their investigations in such place and manner as the research committee might direct or permit.

This enterprise would require some funds. Fellowships for five men might take \$5,000, perhaps less; \$700 to \$1,000 would be a liberal stipend for each man. Another \$1,000 should be available at first for the committee; this should be increased later. These sums ought not to be difficult to procure from interested business men. The amount required is a mere bagatelle in comparison with probable, indeed, the certain, returns.

### Lessening Cost of Rejected Sketches

**I**N the lithographic and novelty fields, to specify only two of several, there is much money lost because sketches made for the in-

spection of possible customers are often rejected. The trouble was described and the remedy indicated in the paper entitled "How the Evils of Lost Models and Sketches Can Be Minimized in Sales Promotion," by F. W. Gibson, Boston sales agent of the H. E. Beach Co. Costly as these sketches usually are, they are often done hastily, without sufficient inquiry into the business of the prospect. More study of the prospect's needs and a more precise reflection of these needs in the sketch or model will lessen some of the waste. More waste may be prevented by a careful selection of customers—choosing those for solicitation whose work the house is particularly qualified to do well. The matter of handling the artist is also important. Mr. Gibson, regarding this, said:

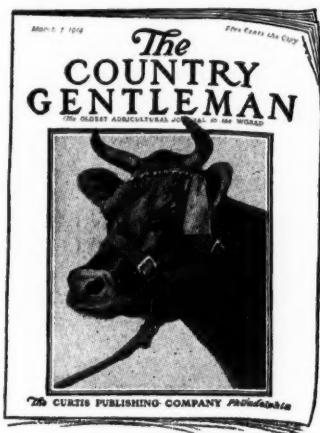
From my own experience I find a great saving in many ways, my own time, the buyer's time and that of the artist, by keeping in constant touch with him. If we give an artist a vague idea with another vague scheme for colors, we naturally get a sketch that in most instances has to be made over. The artist does not know what is in your mind, nor is he at all familiar with the needs of your customer. The average artist's mind is usually full of the beautiful, but, sorry to relate, not always of the practical—and his salary goes on just the same. So it truly is a money-saver if you can get him to catch your thought. Acquaint him with the purpose of the design, let him know your customer's preference for colors, and then keep in touch with him while he is on the job.

### Constructive Newspaper Co-operation

**I**N his paper, with the above title, Frank D. Webb, of the *Baltimore News*, described how his newspaper has built up special departments—church, building, moving pictures and automobiles. He said in part:

In my opinion, these special developments in which news and ad-  
(Continued on page 37)

# One Issue



There is one sure way to judge the prevailing type of the readers of any publication.

First, observe the sort of advertising it attracts. Then find out whether that advertising is obtaining response.

The typical reader of *THE COUNTRY GENTLEMAN* may readily be pictured by those who will make this test.

Herewith is a list of advertisers taken from one issue of *THE COUNTRY GENTLEMAN*. Not from a special issue, but merely from one of many large *regular issues* published during the 1914 spring farm-paper season.

In this one issue there were 397 advertisements.

261 of these were display; the remainder were classified.

Any person who wishes to find out whether *COUNTRY GENTLEMAN* advertising is obtaining response will find in this list the names of scores of advertisers who are seeking the trade of the farmers, and whom he may advantageously consult. Any one in this list can give real facts.

# Some of the Advertisers Issue of THE COUNTRY

## Automobiles and Accessories

Cadillac Motor Car Co.  
Delco Electric Cranking Lighting Ignition.

## Barn Equipment

Louden Machinery Co.  
James Manufacturing Company

## Barn Ventilators

Thomas & Armstrong Co.  
King Ventilating Co.

## Books and Periodicals

The Fruit Belt  
International Textbook Co.  
Poultry Advocate  
Profitable Poultry Publishing Co.  
Poultry Husbandry  
Doubleday, Page & Co.  
The Jersey Bulletin  
The Vegetable Grower  
Florida Grower  
Green's Fruit Grower Publishing Co.  
Gleanings in Bee Culture

## Brooders, Heaters and Thermometers

Treman, King & Co.  
Liberty Stove Co.  
Taylor Instrument Companies

## Correspondence Instruction

American Farmers School  
H. G. Spangler  
The Home Correspondence School

## Cement

Alpha Portland Cement Co.  
The Atlas Portland Cement Co.

## Canning Outfits

F. S. Stahl  
Northwestern Steel & Iron Works

## Explosives

Atlas Powder Co.  
DuPont Powder Co.

## Food Products

Jell-O  
Swansdown Cake Flour  
F. A. Bush—Georgia Sugar Cane Syrup

## Fertilizers

The Coe-Mortimer Co.  
Bowker Fertilizer Co.  
Federal Chemical Co.  
New York Stable Manure Co.  
Edison Pulverized Limestone  
German Kali Works, Inc.—Potash  
Chilean Nitrate Propaganda  
The Pulverized Manure Co.  
Consumers Fertilizer Co.  
Chas. Stevens—"Beaver Brand" Ashes

## Feed Mixers, Grinders, Cookers

Wilson Bros.  
D. R. Sperry & Co.  
Letz Manufacturing Co.  
Nordyke & Marmon Co.  
The A. W. Straub Co.

## Garden Tools

Bateman Manufacturing Co.  
S. L. Allen & Co.  
E. C. Simmons Keen Kutter Garden Tools

## Heating

The Peck-Williamson Co.  
The Kelsey Warm Air Generator  
Kalamazoo Stove Co.

## Incubators

Belle City Incubator Co.  
The Hall Mammoth Incubator Co.  
Hover-Incubator Mfg. Co.  
X-Ray Incubator Co.  
J. W. Miller Co.  
Des Moines Incubator Co.  
Cyphers Incubator Co.  
Ironclad Incubator Co.  
Wickstrum

## Inoculation

The Homewood Nitrogen Co.  
H. K. Mulford Co.  
Earp-Thomas Farmogerm Co.

## Men's Wear

A. J. Tower Co.—Fish Brand Reflex Slickers  
The C. A. Edgerton Mfg. Co.—Shirley President Suspensers

# Represented in ONE Regular COUNTRY GENTLEMAN

## Manure Spreaders

New Idea Spreader Co.  
John Deere

## Promotion

California Development Board  
Portland Commercial Club

## Patents

Handolph & Co.  
Victor J. Evans & Co.

## Paints, Varnishes, Etc.

John Lucas & Co., Inc.  
The Billings-Chapin Co.

## Potato Machinery

Dureka Mower Co.  
Bateman Manufacturing Co.

## Roofing

Griffin Lumber Co.  
American Sheet and Tin Plate Co.

## Railroad Lands

Chesapeake & Ohio Ry.  
Seaboard Air Line Ry.  
Norfolk & Western Ry.  
Southern Ry.

## Real Estate and Farm Lands

George H. Cooper  
Grant Parish  
Frederick A. King  
May & Macgeorge  
Samuel P. Woodcock  
L. W. Dresser

## Schools and Colleges

McKillop Veterinary College  
The Tulloss School of Touch Type-  
writing

## Silos, Ensilage Machinery, etc.

The Creamery Package Mfg. Co.  
The E. W. Ross Co.  
Spec Machine Co.  
Economy Steel Products Co.  
Anton Culvert Co.  
Hammam Zoo Tank & Silo Co.  
The Joseph Dick Mfg. Co.  
Madilla Silo Co.  
River Manufacturing Co.

## Sporting Goods

Mead Cycle Co.  
Hendee Mfg. Co.—Indian Motorcycle

## Steel and Wire Fences, Gateways

Kitselman Bros.  
The Brown Fence & Wire Co.  
Enterprise Iron Works  
Bond Steel Post Co.  
Rowe Mfg. Co.  
Coiled Spring Fence Co.  
Ward Fence Mfg. Co.

## Stock and Poultry Foods

The H-O Company  
Edge Hill Silica Rock Co.  
Darling & Co.  
Blatchford's Calf Meal Factory

## Spraying Machinery

The E. C. Brown Co.  
Bateman Manufacturing Co.  
The Standard Stamping Co.  
Rochester Spray Pump Co.  
H. L. Hurst Mfg. Co.  
The Hardie Mfg. Co.  
The Deming Co.  
Field Force Pump Co.

## Spraying Materials

Corona Chemical Co.  
B. G. Pratt Co.

## Tillage Machinery

Duane H. Nash, Inc.  
The Cutaway Harrow Co.

## Watches and Clocks

Big Ben  
The South Bend Watch Co.

## Wagons, Carts, Wagon Wheels

Electric Wheel Co.  
Peter Schuttler Co.  
Havana Metal Wheel Co.  
Hobson & Co.

## Water Supply Plants

Kewanee Water Supply Co.  
Fairbanks, Morse & Co.

There were also in the same issue of **THE COUNTRY GENTLEMAN** 47 other lines of business represented by the following advertisers:

Farmers' Bureau	Angle Manufacturing Co.
The Thomas Co.—Agents	P.B. Crosby & Son—Vegetable Pots
Wanted	American Telephone and Telegraph Company
New First National Bank, Columbus, O.	Deere Plows
Iowa Gate Co.—Clothes Driers	Otis & Moe Poultry Leg Bands
Champion Mfg. Co.—Concrete Mixers	Goulds Mfg. Co.—Pumps
American Separator Co.	McCray Refrigerator Co.
Wrigley's Spearmint	Rife Engine Co.—Rams
Pilling Cattle Instruments	American Saw Mill Machinery Co.
Concrete Supply Co.	Hinde & Dauch Paper Co.—Shipping Boxes
Hayes Corn Planters	Ball Mfg. Co.—Seed and Plant Forcers
Hydraulic Press Mfg. Co.—Cider Presses	Alphano Humus Co.
The Buckeye Traction Ditcher Co.	The Edwards Mfg. Co.—Steel Shingles
Caledonia Chemical Co.	Hartshorn Shade Rollers
Davis Milk Machinery Co.	Hercules Stump Pullers
M. T. Phillips—Dehorers	Nichols & Shepard Co.—Threshing Machinery
Brooks Mfg. Co.—Furniture	Huber Mfg. Co.—Tractors
Bostrom-Brady Mfg. Co.—Farm Levels	Duplex Mill & Mfg. Co.—Tool Grinders
Manson Campbell Co.—Grain Machinery	Chas. A. Bennett Typewriter Co.
Sieverkropp Gasoline Engines	Tree Tanglefoot
Heisey Glassware	Prince Albert Tobacco
Admiral Hay Press Co.	Hertzer & Zook Co.—Wood Saws
Postal Life Insurance Company	National Cloak & Suit Co.
Coldwell Lawn Mower Co.	Mastic Wall Board & Roofing Co.

There were still further in the same single issue 76 advertisers of seeds, bulbs and nursery stock and 18 advertisers of farms for sale or farms wanted. In the classified columns were 61 advertisers of poultry and eggs, 41 advertisers of livestock, and 16 help wanted or situations wanted.

A consultation with these advertisers would prove to be a positive demonstration of the efficacy of **THE COUNTRY GENTLEMAN**—the oldest farm paper in the world.

#### THE CURTIS PUBLISHING COMPANY

*Circulation of THE COUNTRY GENTLEMAN, more than 300,000*

*Rate through September—\$1.00 per line*

*Rate after October 1st—\$1.50 per line*

vertising are worked together for the development of any particular business have just begun and the extent to which they will ultimately go is hard to predict, and will probably only be limited by the prevailing taste of a community and the ability and strength of the advertising department to keep up with their growth.

Unquestionably, developments which will be very successful in some towns will fail in others entirely, due to the different character of different communities, but that the movement has hardly even started systematically appeals to me as open to little argument.

In Atlanta, and also, I believe, in Nashville, a special development of this sort has been very successful called "The Firing Line." This is constructive news in connection with the same type of advertising devoted to the general wholesale trade.

The news is the news of drummers, of traveling men, and notes on the retail trade and wholesale conditions generally. This in turn has built up circulation among retail storekeepers, and this in its turn has made profitable a type of advertising usually foreign to newspapers—that is, the advertising of the manufacturer to the retailer, or the straight trade-paper stuff.

Unquestionably, as in all these other special developments, the advertising adds to the interest of the development itself. Altogether, it would seem to me that constructive newspaper co-operation of the type held in mind throughout the foregoing is a sort of "It's jam if you do, and it's jam if you don't. Either way it's a jammy" proposition.

## A Story About "Stop, Look, Listen"

IN his address, entitled "Profit Assurance," a discussion of trade-marks, Clowry Chapman urged that in the copy the trade-mark be made more than an incidental bit of display. He said in part:

In some of its functions the

trade-mark is much like the sign at railroad crossings; and from the records of the service of those signs can be drawn a lesson of no little value to all users of trade-marks.

"Stop, Look and Listen" exactly embodies the legal requirements imposed upon all who are about to cross a railroad track, and through many years has done effective work in checking accidents. Now, however, comes a report from one of our great railroad systems, which rather discredits the present value of the famous warning.

It seems that for years this railroad has been keeping a record of the accidents at crossings, and tabulating the causes. From this record it appears that out of the enormous total of 32,079 cases only 298 motor vehicles, wagons and pedestrians—not one in a hundred, all told—fully obeyed the warning "Stop, Look and Listen."

More than 18,000 persons, or more than half, took no notice whatever of the friendly sign, although at some of the crossings the trains were passing every five or ten minutes!

For the old warning, the new form, "Safety First," is being substituted by a number of railroads, and, as I believe, with no greater promise of ultimate service by itself.

The fault heretofore has not been in the form of the old warning, but in the monotony of its use, the lack of variety in the means and the manner of its display.

## To Whom Shall the Newspaper Appeal?

ELBERT H. BAKER, of the *Cleveland Plain Dealer*, in his address, "The True Function of the Daily Newspaper," said:

Able men in the newspaper business have a growing conviction that very few newspapers will be started in any field already occupied, and that many a field will witness from one to several consolidations within the next few years at any rate.

There must be a clear perception of right policies. He said:

In shaping the policy of our newspaper, the thought became more and more dominant that it was our business to represent the Mr. Average Citizen of our community and to see that in the administration of National, State, and municipal affairs, and in all his relations to the community, business and social as well, that this Mr. Average Citizen got a square deal.

In order to fix clearly in mind our average citizen, we first mentally discarded the idle rich, the vicious, and the thriftless, and tried to form a composite picture of the remainder, that we might keep steadfastly in view.

### Give Names of Dealers

DAN CARROLL, special newspaper representative, New York, in his address, "How National Advertisers Can Use Newspapers Effectively," urged that the phrase "All Dealers" at the bottom of copy in newspapers be done away with. Why? Mr. Carroll said:

People who read the advertising and are interested to the point of shopping for the goods have to start a "modified Marathon" around the town from store to store to find out where the goods can be bought, and in many instances business is developed for competing concerns.

I would call particular attention to this point because I have had considerable experience with the papers I represent in trying to overcome this joker in some newspaper copy. If you have three or four dealers in Indianapolis or Washington and they are handling your goods and the advertising is appearing in the Indianapolis or Washington papers, it seems most reasonable that you should add the dealers' names at the bottom of this copy.

Of course, some dealers are envious of their competitors and would not want their names to appear over the store around the corner, but this can be easily avoided by rotating the names, and

a little diplomatic handling of this situation by the manager of the local newspapers can easily adjust it.

### "The Trade-Paper Idea"

M. C. ROBBINS, general manager of *The Iron Age*, spoke on "The Influence of the Trade-Paper Idea on General Advertising." He said in part:

Not only has the trade-paper idea had a wonderful influence on the whole field of advertising, but the trade papers are equipped today to lead the procession in other ways. I feel sure that no class of publication is prepared to render service in the line of copy, in the investigation of markets, in the preparation of advertising campaigns as are the trade and technical papers as a whole. The dry-goods paper is prepared to tell the manufacturer of fabrics, dress goods, notions, etc., that are sold in the dry goods store, just how to market his products. This is not limited to the simple writing of a few pages of copy for that particular publication. The whole campaign will be prepared; the field will be investigated; the stores throughout the country will be interviewed; literature will be prepared; window trims arranged and a complete propaganda outlined by the up-to-date trade paper for its clients.

### Publishers Help in Vigilance Work

"KEEPING the Faker Out" was the topic of the speech by Robert B. Armstrong, general manager of the Guy M. Rush Co., Los Angeles, Cal. In that part of his address touching on the attitude of publishers he said:

One of the most remarkable features of the activities of the vigilance committees throughout the United States is the attitude of publishers of newspapers and periodicals in every district and community. This is significant of the moral awakening of the American business man. Whereas, some years ago the publisher of a newspaper and other periodicals be-

lied his responsibility to the public ended when he printed and received money for the advertisement offered—to-day the publisher goes farther. He is one of the pillars of the work of the vigilance committee. He prizes his reputation for truth and accuracy in his advertisements as well as in his news. No longer is an advertisement acceptable simply because it has been offered and paid for, but the moral tone and truthful character of the advertisement to-day is as necessary as the cash with which to pay for it.

### Good Salesmen Needed Here

THE peculiar importance of the salesman was emphasized in the paper, "The Engraver and the Idea," by E. W. Houser, of Chicago, president of the Barnes-Crosby Co. He said in part:

One of the striking characteristics of the engraving industry is the fact that it is strictly a "made-to-order" business; in other words, a cut made for one particular customer is of use to him alone, and possesses no value whatever to anyone else. Much depends, therefore, upon having the results comply with the requirements of the purchaser, and the power to produce this result is to be found only in executive organization. It has been my experience that much of the success of this industry depends upon the salesman. He must not only be able to understand all that the customer wants, but must also reduce the customer's ideas and instructions to concrete form within the limitations of the engraving process; he must further possess the ability to transmit the instructions to the various departments called upon to contribute their portion of the work.

### "The Service Triangle"

UNDER this title O. F. Byxbee, president of the Byxbee Publishing Company, of Chicago (*Inland Storekeeper*), expressed his ideas on how the manufacturer, the dealer, and the trade

paper can each serve the other two to the end of a bigger and better business for all.

He doesn't believe the "free write-up" is justified; neither does he believe that the name of every manufacturer mentioned in a news item or article should be eliminated just because that manufacturer isn't personally acceptable to the publisher. On the contrary, the names of manufacturers should be brought out without discrimination if they have done something of interest to the trade paper's readers.

For instance, in *The Inland Storekeeper* is a department for letters from subscribers. If something of especial interest or value is said in a letter about a line of goods, and the brand is not named, the editor makes it a point to find out and incorporate the name in the published letter.

And so with each of the three members of "the service triangle." Each can on occasion make an effort to do something for the others which has actual value, judged on its merits.

### Getting Live Names for the List

FOUR papers were read on Tuesday and Wednesday of this week by R. R. Shuman, president Shuman Advertising Company, Chicago. They were as follows: "What the Truth Seal Means to Advertising Agencies," "Buying Power of the Audience," "Co-operation Between Specialty Advertising Interests and the Advertising Agencies," and "Duties and Obligations of the A. A. C. of A., the Club Units and the Individual Members."

Regarding the attitude of advertising agents toward novelties, he said in part:

The agency that has an earnest desire to serve a client does more than to exchange that client's money for space in a list of publications. The agency worth while is the agency that honestly concerns itself with the client's entire program of publicity and

sales. And one of the first considerations should be the client's mailing list.

A mailing list is a gold mine or a sink hole. Each dead name is a dead loss, say of a dollar a year, in postage, printed matter, labor, and its proportion of the cost of keeping the list in shape. Each live name is a live asset in proportion to the number of mailings it receives and the character and wisdom of the mailings.

The way to get a thousand—a hundred thousand—people helping you to compile that mailing list is to offer the public some inducement for sending you the desired names and information.

### “Hurry-up” Demands Make Poor Plates

**PLATES** made in a few hours and at a low price may nevertheless be most expensive for advertisers. This point was emphasized in the paper, “To Improve the Engraver's Output,” by L. B. Folsom, treasurer of Folsom & Sunergren Co., Boston. He said in part:

In considering the elements of time and cost it is well at the outset to consider these terms from the proper view-point, in their relation to their bearing on results. It does not hold true in every instance that an engraved plate made in a short time, or at a low cost, is a poor plate. But, from the nature of the engraving business, it is, generally speaking, a well established fact that plates made at short notice, or at low price, are not first-class plates or even good plates. The converse of this statement may be summed up in these words: It takes reasonable time and good prices to secure uniformly first-class engraved plates. What is a reasonable time? And what are good prices? No engraver should be asked to turn out a first-class plate in less than two days' time. Good prices—and I may add fair prices—are prices sufficiently greater than costs to insure the engraver a reasonable margin of profit—say from ten to twenty per cent.

In talking to advertising men I want to particularly impress upon your minds the fact that the tendency among you is to limit the engraver, both in time and in price. Because you have been accommodated two or three times by the engraver in producing a plate in a short time you look for this kind of service regularly. Because you have saved your client a dollar, or added a dollar to your own profit, you often feel justified in buying plates at prices below which good plates can be made.

Let us take first the element of *time* and its bearing on results. There is no denying the fact that a half-tone plate or a line plate can be made in a very short time—in two or three hours under pressure—when the original is good and the plate is very small. Many engravers have demonstrated their ability to turn out plates at short notice. Daily newspaper plants are constantly producing plates quickly to meet the demands of publication.

It does not follow that such plates are good or even mediocre plates. They are produced under pressure, and have to be used whether good, bad or indifferent. The chances, however, are against their being good.

The production of photo-engravings is not a mere mechanical process. It is not like feeding a piece of sheet metal into one end of a machine and turning out a tin can at the other end. The copy has to be put on a camera board and then a negative made. The making of this negative involves the most delicate chemical action—the action of light on a sensitized piece of glass. The developing follows—another delicate chemical operation.

On the whole, a finished half-tone or line plate has to pass through eight or ten men's hands before it is ready to send out—the time involved for each operation ranging from five minutes to two or three hours. The chances for spoilage or inferior work are overwhelmingly great when the element of quick time is the only desideratum. Work which should

(Continued on page 45)

## An Appreciation

For the many enthusiastic letters from readers of THE "BEST" WORD, our sincere thanks to one and all. These letters of appreciation reassure the

### SIMMONS-BOARDMAN PUBLICATIONS

that they are on the right track and headed the right way. We make no loud-voiced claims for these publications - we say they reach the men who spend \$800,000,000 yearly for railway supplies and equipment and we are in a position to furnish tangible proof. *Ask us for it.*

**Simmons-Boardman Publishing Co.**

New York

Chicago

Cleveland





Clarence Poe  
Editor-in-Chief



E. R. McClellan  
Circulation Manager



J. L. Mogford  
Asst. Mgr.  
Dallas-Texas



Wallace C. Richardson  
New York  
Eastern Representative



Prof. Daniel Scoates  
Farm Buildings



Mrs. W. N. Hutt  
Home Circle and  
Domestic Science



Prof. J. F. Dugger  
Field Editor



B. L. Moss  
Managing Editor

## "We Are At

**W**E BELIEVE that a paper must, before all else, serve its subscribers. Unless it has the faith, loyalty and enthusiastic goodwill of its readers, no paper can bring its advertisers maximum returns.

To make a good farm paper—a reliable, authentic farm paper—is no small task. It takes more than an "editor," circulation manager, business manager, advertising manager, and a lot of cheap help.

A farm paper to render real service must be departmental, and each department must be conducted by some one person who is thoroughly familiar with the needs of that particular department. One "editor" with a paste pot and a pair of shears can, of course, rehash enough "dope" to float what advertising a paper secures, but he cannot make a farm paper as we believe it should be made.

In order to serve the farmers of the South, The Progressive Farmer maintains four offices—Raleigh, N. C., Birmingham, Ala., Memphis, Tenn., and Dallas, Texas. That we may stay in close, intimate touch with conditions and the needs of our readers, in each office there is one editor who by experience and technical training is qualified better to help farmers in his territory than in any other. From Virginia to Texas is a wide sweep of country—a vast area—and there is, consequently, a wide variance of soils, crops, rainfall and conditions. This maintenance of four offices is very costly, but we are not satisfied to sit in one big city and endeavor to publish a "blanket" paper that will serve one and all alike. Our aim is to render our individual readers real service. And timely service is absolutely necessary. When a man says he has a great stand of clover and wants to know when to cut it, he must know at once. He should not be kept waiting for an editorial (?) answer through the paper. When cholera attacks his hogs or black-leg is killing his calves—he needs help at once.



Geo. W. Herbert  
Chicago  
Western Representative



John S. Pearson  
Business Manager



J. A. Martin  
Advertising Manager



Dr. Tait Butler  
Live Stock, Veterinary  
Soil Fertility

## Your Service"

The **Progressive Farmer**, with broad editorial staff, gives such service by mail and, when the case is imperative, we even use the wires. "When the paper comes out" won't do.

We serve our readers as a service agency serves its clients. **We tell them how, why, and when.**

This is one big reason why The **Progressive Farmer** is the South's **greatest** farm paper. It is the reason why The **Progressive Farmer** appeals only to high-class farmers and has more class circulation than any other farm paper in its field.

### WE CAN AND WILL SERVE YOU

It matters not what you want to know about the South—somebody on the staff can help you.

Our bound volumes are indexed for years back and they constitute an encyclopaedia of information. Those in our offices or in the offices of our Eastern and Western Representatives are at your disposal.

### GET THE PROOF

We are prepared to lay before you direct, visible, not-to-be-denied evidence that The **Progressive Farmer** goes to a class of people who can and will buy most any commodity that fills a "wholesome, human need."

Write for samples—stating what subject you are interested in. If it relates to good farming or improving farm life, we are confident we can send a back copy, proving we have been on the job.

## THE PROGRESSIVE FARMER

Birmingham, Ala.

Raleigh, N. C.    Memphis, Tenn.  
Dallas, Texas

NOTE—Our printing plant and general offices are at Birmingham, where all business communications, cuts and advertising copy should be sent.

"No Fakes for Man or Beast or Fowl."



A. L. French  
Field Editor



Prof. W. F. Massey  
Horticulture, Trucking



F. J. Rothpletz  
Poultry Editor



Prof. D. N. Barrow  
Texas-Louisiana Editor



## 53<sup>1</sup>/<sub>10</sub>% Circulation of the Greatest Purchasing Power

**A**N exhaustive and impartial investigation of the circulation of leading magazines was recently made by a group of large advertisers. Trained men visited 16,894 homes in 209 cities and towns in the United States. These homes were divided into the following classes:

A: The most prominent men in each place—capitalists living in the most exclusive section of the city or town.

B: Professional men, doctors, lawyers, and officials of companies.

C: The clerk earning from \$30.00 to \$50.00 per week.

D: High grade mechanics making \$28.00 or less per week.

The investigation showed that MUNSEY'S MAGAZINE has a circulation of 53<sup>1</sup>/<sub>10</sub>% in A and B Homes—the most cultured and prosperous households in America.

And in the past twelve months, MUNSEY'S has added to this High Purchasing Power Circulation, over 150,000 readers who pay 15c. a copy for MUNSEY'S MAGAZINE—not for any premium or because of any cut rate—but because MUNSEY'S is the kind of Magazine most welcome in homes of this character.

### The Frank A. Munsey Company

175 Fifth Avenue  
NEW YORK

208 S. La Salle Street  
CHICAGO, ILL.

require twelve or twenty-four hours under the most favorable circumstances is often expected in two or three hours. The engraving business to-day is not merely the production of a piece of metal tacked onto a wooden block. Service and quality mean something more than that.

### A Suggestion for Newspapers

**"DEVELOPING** Interest in Advertising Through the News Columns" was the subject of the address by A. L. Shuman, advertising manager of the Fort Worth, Texas, *Star-Telegram*. He advised the printing in the news and editorial columns of articles on business, saying specifically:

Instead of giving valuable space each month to tell its supremacy in advertising and circulation over its rivals, which is all right, so far as it goes, if a newspaper would devote the same amount of space to advertising stories and editorials in newsy, readable form, the great cause of advertising in its entirety would be benefited to an immeasurably great extent and more advertising would accrue to every legitimate medium as a result of such an educational campaign.

### Prescribes Less Fun and More Work

**"HOW** the Educational Work Helps the Printer" was explained by Jerome D. Barnum, advertising manager of the *Post-Standard*, Syracuse, N. Y. Urging the need of greater seriousness, he said:

The advertising man of to-day thinks of his own business, shuts his desk up at night and asks for fun. You will probably laugh at that remark, and yet I say now that the advertising clubs are devoting more than one-half of their work to entertainment. The other smaller part to serious study of advertising, is not participated in with that same unity of membership and interest in member-

ship that you find in the programme of entertainment.

If the advertising men are to gain themselves recognition as a profession as the doctors, lawyers and ministers have, the result will be accomplished and the goal reached only by serious study.

### Right Agency-Engraver Relations

**MATTERS** that are continuously at issue between advertising agents and engravers were diplomatically yet frankly discussed by A. W. Morley, Jr., of the Electro-Light Engraving Co., New York, in his address, "The Engraver and the Advertising Agency." He said in part:

There must be a limit of expense. The engravers have accustomed the trade to square-inch-prices-in-advance-without-seeing-the-copy, and the advertiser knows the market price just about as well as the agency. Inasmuch as the agency has to pay big prices for drawings, and big prices for the space, it must economize on the plates, even if they are the foundation of the ads as the public sees them.

You'll pardon a reference, in this well-dressed audience, to cutting your suit to fit your cloth. The agency sends some cloth and paraphernalia to the engraver, and orders a suit, which must be made in the latest style, with all appurtenances, and must fit to the hundredth of an inch. If there is not enough cloth or trappings, the engraver must himself buy what is lacking, or the suit is rejected. If a microscope discovers a discrepancy in size, back it comes. In short, the agency has limits within which it can operate, and these limits it graciously passes along to the engraver.

And how well pleased is the agency with the engraver's service, quality and price?

Probably every agent has asked his engraver at some time or other, Why can't an engraver get out his plates on time? Inasmuch as the magazines, weeklies, and newspapers could not appear regularly, without their ads, it is

self-evident that the plates for illustrations must ultimately reach the agency in time for insertion. Would not an analysis show that it is the promises of the engraver, rather than his deliveries, that are as unreliable as peace in Mexico?

There may be cited two reasons for this disposition on the part of the engraver to make promises that he can't deliver. In the first place the engraver's operations are dependent upon so many factors virtually beyond his control, that when he calculates his delivery under the most favorable or even normal conditions, the unforeseen arises to upset his reckoning. The engraver has failed to learn to allow for these emergencies. Then the engraver seems to be morbidly oppressed by the dread of losing business. For fear that his customer might be offended at a plain statement of facts, he allows the unfortunate customer to exact or infer a promise of delivery that is sure to be broken. The ad man has a right to expect the truth, even though it hurts; and if the engraver had to submit to a policy of watchful waiting as his customer often has to do, it might serve to bring this fact home to him. It would seem to be up to the engraver to show the ad man what is a reasonable delivery and what is an unreasonable one; and to make no promise that he is not reasonably sure of fulfilling. The engraver, like the ad man, has yet to learn to refuse business that he cannot handle properly.

Regarding the intelligent interpretation of copy, the ad man does not seem to have much cause for complaint. He has learned to depend upon the engraver to carry out his instructions, although sometimes the material used as copy looks almost hopeless, and requires the cleverest manipulation by the engraver to be adapted to the purpose and form of the ad.

Neither do we hear much complaint regarding the quality of plate work. It should be patent to all, that the better the copy, the better the plate. It should also be clear that the more reasonable the time given for manufacture, the

more satisfactory will be the result. When you complain of an imperfect half-tone, the chances are that your copy was lacking in photographic value, or insufficient time was given to produce it. When you place a short time limit on delivery, you compel the engraver to use the first negative, even though a poor one, because there is no time for a makeover. You will probably all agree that if you give your engraver full specifications and a reasonable time for delivery, you will not be disappointed in the result.

### Shall Dealers Be Charged for "Literature"

**JOHN ALLEN UNDERWOOD**, of the Favorite Stove and Range Co., Piqua, O., who has written so many helpful merchandising articles for **PRINTERS' INK** the past year, discussed this subject, "Insuring the Right Use of Consumer Literature by the Retailer." He said in part:

Experience has taught me that no matter whether or not a monetary charge is made for literature, it must be "sold" to the retailer—that is, he must be so thoroughly impressed with its value to him that he will want it badly enough to ask for it, and to use it when he gets it.

In some markets competition may dictate that the idea of charging for literature is not feasible. In all other cases, it is my firm opinion that the simplest, most efficient and practical method of "selling" literature to a merchant, and of gaining maximum efficiency in its distribution, is to get the retailer financially interested in it. He will then invariably use it.

This practice is not unfair, as the literature is designed to help the merchant move the goods from his shelves. If we were to get out an advertisement of similar quality and effectiveness, it would cost him a great deal more than the small charge which the manufacturer makes. The merchant's imprint should always appear on the literature so that it is

as much his own advertisement as if he had issued it himself.

I have found that there are some merchants, who, while appreciating the value of the literature with which the manufacturer supplies them, are prevented, by reason of their limited experience and small knowledge of advertising, from making the most effective use and distribution of it. That is why the manufacturer should always supervise the distribution of consumer literature through his customers.

If possible, he should originate selling plans to enable the retailer to obtain the widest possible distribution of the literature among the people who are actually in the market for his product.

### Applying Vocal Tests to Type

**BARNARD J. LEWIS**, treasurer and manager of the Stetson Press, Inc., Boston, Mass., suggested that words on paper should look as natural and sincere as those same words sound when spoken. In his paper, "How to Make Type Talk," he elaborated his theme in part as follows:

We have agreed that the larger the type face—up and down and left to right—the longer the eye rests on it.

The degree of heft or blackness of the type face has positively nothing to do with the length of time the eye rests on it. This is a point I wish to call to your particular attention. It is on this error more than any two others put together that our abortions in type speech are created. In fact, the large, heavy type faces do not hold the eye-attention anywhere near as well as do the large lighter type faces.

The over-strong black types talk coarsely—they clamor for attention. You know it and instinctively feel suspicious at such an over-aggressive attack on your attention.

The large light types talk easily and have a more attractive look, which is more inviting and refined. But too much large type is

bad because it talks too slowly. The eye rests longer on each word than is consistent with voice delivery.

Smaller black types in contrast with larger light types give emphasis. They talk in compressed but strong tones. Because of their smaller size the eye travels over them quickly and is consistent with the voice delivery.

You can readily understand by these comparisons that the length of time types talk is determined by size—that the heavy voice tones are determined by heft, and that size and heft can be combined in one face. While the blackness of type has nothing to do with the length of time it talks, black types, for reasons of their stronger voice and contrast ability in connection with light types, do serve a purpose.

### The Public Is One Person

**THIS** was the title of the paper by Don Herold, of the Hollenbeck Press, Indianapolis. It is the opportunity of direct advertising, he urged, "to talk turkey to one person." He said:

Direct advertising comes when the fellow is half-interested, and it should not be unworthy of this interest. It should be a little closer to him, a little more intimate, a little more man-to-man than anything you have said to him before. The pictures should anticipate the things he wants to know about, and they should show him like a little child, like a human being at least—whose socks wear out at the toes, and who goes to the moving-picture shows.

### An Industry That Needs to Be Advertised

**WHILE** granting the magnitude and importance of the specialty manufacturing business, Joseph M. Hopkins, general manager of PRINTERS' INK, asserted his conviction that makers of "specialties" have yet to make the merits of their medium well known before general advertisers

can be expected to give a larger measure of their patronage. Mr. Hopkins quoted from several letters national advertisers had sent him, each stating that he knew very little about the possibilities of "specialties." In his paper, "What Can a Specialty Manufacturer Use to Advertise His Business Besides Goods of His Own Manufacture?" he said in part:

Specialty manufacturers know their own business, but don't seem to realize the value of other forms of advertising. Advertising agents have not been educated up to the value of novelties and specialties so that they would co-operate with these manufacturers. Few specialty manufacturers get outside of their own line, and therefore have the idea that they have been left out in the cold—have not received the recognition which the size of their industry and individual companies deserve; but this has been due to their neglect to make themselves known.

The result is that their salesmen do not get a fair hearing where the publication space-seller or agency representative does get in. Specialty salesmen will ask for a line on a prospect's business, so that they can suggest some appropriate idea for a specialty, but in many cases their prospects haven't sufficient confidence in them to give them any inside facts.

Specialty manufacturers have depended upon their salesmen to exploit their goods, instead of advertising them and making their representatives' calls doubly effective, because the prospect would have advance knowledge of the firm, its line, its facilities and reliability. Your prospects don't understand the specialty business. Their curiosity has not been aroused and therefore they are reluctant to give your salesmen an audience.

### Higham Brings British Greetings

**F**OLLOWING, as it did, so soon after the announcement of the formation of the association of English advertising clubs, the address by Charles Frederick

Higham, of London, occasioned much interest. His paper was entitled, "World Publicity as an Englishman Sees It." He said,

I am particularly proud of the fact that four of the leading business clubs of Great Britain should entrust me with tokens of good fellowship to give to our hosts, the Toronto Ad Club. I am the bearer of these tokens from the Publicity Club of London and the Optimists of Great Britain, both of which I have the honor of being president. As past president of the Thirty Club of London, I am entrusted with their token of appreciation, as well as with that of the Sales Managers' Association, representing the sales managers of the United Kingdom.

One of the most remarkable signs of the times, from an Englishman's point of view, is the development of the club movement in the United States of America. It is hard to make an Englishman realize, if he has not visited the States, that some eight or ten thousand men gather together for the betterment of themselves and of the business which gives them their livelihood; that these men gather together to appreciate more fully the important work they have to do, and the necessity of that work being sound, and their arguments logical—and, above all, true.

They have not yet realized on our side of the water the great influence of a big gathering such as you have had in Boston, Dallas, Baltimore and, this year, in Toronto. They do not realize yet, I am sorry to say, that these fine, clean-cut, young American business men, keen to tell the public the merits of an article in an entertaining fashion that they may have better food, better clothes, and better housing—have an influence which would be a great gain on our side of the water.

But we have never been so hopeful of being able to invite these brilliant American advertising men to come to England as we are at the moment. The formation of the Association of Advertising Clubs of the United Kingdom is now an established

## The Wisdom of the Majority

Presidents of the United States have since the beginning been selected by the majority of the people, and the country has never gone to the dogs.

The desire of the majority rules; pin your faith to it for more people are right than wrong; more are comfortable and well-off than poverty stricken; more have purchasing power than not.

2,252,000 homes desire the American Sunday Magazine and the papers with which it is issued.

These 2,252,000 purchasers constitute the greatest body of readers of any one publication in this country.

These 2,252,000 purchasers make the American Sunday Magazine and the papers carrying it the most powerful advertising medium it is possible to secure and the most economical.

This statement is subject to proof. We can't keep up steam by "bunking" the advertiser; we have to be truthful, honest and sincere; our very existence depends upon it.

We will prove our capacity to measure up to an advertiser's needs, provided that advertiser will give us the information wherewith to measure up our efficiency. If the American Sunday Magazine can't give the advertiser greater value than that which he is at the present time buying, we will be the first to find it out and the first to notify him.

The American Sunday Magazine is issued with the following six great newspapers:

<i>New York American</i>	<i>Chicago Examiner</i>
<i>Boston American</i>	<i>San Francisco Examiner</i>
<i>Atlanta American</i>	<i>Los Angeles Examiner</i>

Its rate is \$6.00 per line.

**"And It Goes Into Over 2,200,000 Homes"**

### AMERICAN SUNDAY (MONTHLY) MAGAZINE

CHAS. S. HART, Advertising Manager

220 Fifth Avenue  
New York City

908 Hearst Bldg.  
Chicago, Ill.



### 300,000 People See This Sign Daily

This remarkable bulletin is in the center of New York's business district where Park Row runs into Broadway. The location is one block from City Hall and diagonally opposite the new Woolworth Building. It is a splendid example of how prominent advertising can be taken into the midst of the most congested districts by means of big dominating painted bulletins. Each space on this De Luxe Bulletin is 20 feet high by 44 feet long.

**The O. J. Gude Co. N.Y.**

fact, and 25 of the leading cities of the British Isles have their representative advertising clubs. Five years ago there were only three advertising clubs in the United Kingdom.

The club movement in every phase of life is the right movement. The interchanging of ideas and experiences is the only way by which men in advertising—or in anything else—can develop.

## Packard's Use of Art Work

**S**UPPLEMENTING its extensive use of other advertising media, the Packard Motor Car Company, of Detroit, spends \$40,000 a year producing and distributing its house-organ. This phase of his work was dwelt upon by Frank Eastman, of the Packard company's advertising department. Touching a point of economy, he said:

With particular reference to art work, we have effected what might be called a reciprocal arrangement between the house-organ and other forms of advertising activity. We pay a stiff price for an etching to be used on the back cover of quality magazines. This is converted into a front cover for "The Packard" without additional expense except for the cost of plates. Photographs and drawings prepared for catalogues, feature bulletins and booklets often are worked over to illustrate the magazine. The result is not only an economic saving, but also a tie-up which tends to strengthen the cumulative effect.

## The Farmer as a Consumer

**T**HAT a faint heart cannot win the farmer was emphasized by F. P. Holland, president of Texas Farm and Ranch Publishing Company. He said in part:

Everything except ultra-fashionable articles and newly made antiques that are advertised in other high-class publications and bought by their readers could be profitably advertised in real family farm journals.

Most advertisers but faintly

realize this fact, and some of them who want to extend their business give an occasional try-out advertisement of 14 or less lines and quit. Why should their judgment, which has led them into profitable advertising by using large space in other publications, be so dwarfed when considering space in agricultural publications?

Farmers who subscribe to first-class agricultural publications have the same desire to possess every convenience that will add comfort to their homes as do people who live in cities; and when it comes to sensible luxuries these same farmers have desires just like other people, and are in proportion more able to gratify them.

If I were going to make a list of things to advertise in farm papers I'd name, with very few exceptions, just about the same articles that I'd put on the list for advertising to town and village buyers, adding, of course, all those tools, implements and vehicles that pertain particularly to the farmer's occupation.

## Doesn't Like "Hand-bills" Newspapers Use

**T**HE methods employed by many newspapers to advertise themselves were criticised by Victor Leonard, of the Standard Milling Company, New York (Hecker's Cereals, etc.). Referring, in his address, "How the Worst Advertising May Be Made the Best," to the hand-bill like circulars which have been coming to him from newspapers, he said:

The hand-bills referred to are usually sent by publishers of large city dailies—frequently half-a-dozen assorted sizes and kinds in one envelope. This I think is the worst possible advertising for the following reasons:

Their repelling typographical appearance.

Their boastful or selfish appeal—they usually say "two million lines gained over last year, 100,000 lines more than the nearest competitor last month," etc.

They absolutely ignore their opportunity to say something worth while.

## Pres. Woodhead Reviews the Year

A Bird's-Eye View of the Vital Things Done Since the Baltimore Convention—Has Traveled 40,000 Miles and Made Many Addresses—Sees Bright Future for Work of Clubs

By William Woodhead

President, Associated Advertising Clubs of America

A Portion of the Address Delivered June 22, Before Toronto Convention, A. A. C. of A.

**I**F the Associated Advertising Clubs of America had only accomplished one of its purposes, that of bringing together the advertising men of the various cities and states and provinces of this American continent it would still have been worth while.

And just think what progress we have made in this direction. It is only three years ago at Boston that we saw those brawny sons of Great Britain in their Highland Costume march into Faneuil Hall, the cradle of American liberty and join their American brothers in singing "God Save the King," and at that time when the suggestion was made that the 1913 convention be held in Toronto, there were loud murmurs of disapproval and talk that this was an American Association—"let the foreigners come to us"—"let us keep the convention on American soil" and a lot of other similar talk which occasionally passes for patriotism. The unanimity with which Toronto was selected at Baltimore only two years later robbed that convention of its annual excitement.

And now comes the splendid news that last week in London the British advertisers association was formed, with Sir William Lever, president; Charles F. Higham, vice-president; John Hart, secretary, and our friend Burton who was with us at Baltimore, treasurer. Mr. Higham in a letter to me says that this association will start out with at least eleven advertising clubs, the smallest membership of which is

60 and the largest 200. The total membership of the newly formed association is about 3,000.

Mr. Higham adds that we should be greatly interested because their constitution is, with very few modifications, that of the Associated Advertising Clubs of America, and because our fellow members, O. J. Gude and Herbert N. Casson, have had much to do with the development of this club movement in England. Mr. Higham hopes that "the delegates to this convention at Toronto will have the power to suggest that we shall be affiliated with your associated clubs on some lines mutually agreeable."

And so it goes, and I hope we are near the time, if in fact it has not already arrived, when the name of this association should be changed to the Associated Advertising Clubs of the World.

### A YEAR OF HARD WORK

This year of hard continuous work with all its strain together with some discomforts and some temporary misunderstandings has been to me a great privilege, a liberal education and a wonderful inspiration. I would not part with this experience for untold wealth. During this eventful year I have traveled over 40,000 miles and have made over 50 addresses, an average of more than one a week, which in itself was a tremendous experience to one who heretofore had only been called upon to make an address once or twice a year and then only with much fear and trembling.

The one big thing that has been impressed on my mind is that almost everywhere intense earnestness has grown out of the early enthusiasm, an earnestness which is rapidly making itself felt in the commercial life of this country. There is no comparison between the advertising clubs of a few years ago and the typical advertising club of to-day.

The advertising clubs of a few years ago devoted themselves largely to social affairs—vaudeville shows—the entertaining of the prominent citizen passing

through our gates and hearing him tell what a wonderful town and community the one he happened to be lunching or dining in was. The conventions were the same thing on a larger scale—more and bigger, not always better, vaudeville; more funny stories; a few selections from the country's 101 best orators, men who could be counted on to amuse, some even to inspire, but none expected to educate, and no one was venturesome enough to touch on any of the real problems and evils of the advertising business—no man so inconsiderate and discourteous as to start something. [Mr. Woodhead, after acknowledging the value of the work done by Messrs. Dobbs and Coleman, the former presidents, and praising the co-operation rendered by H. S. Houston, P. S. Florea, Richard Waldo, H. S. Robbins, J. K. Allen and Tom Dreier, editor of *Associated Advertising*, resumed as follows:]

#### TWO FACTIONS DRAWING TOGETHER

While the growth both in numbers and in enthusiasm has been wonderful, it has not been easy work; there have been and still are some earnest, sincere men who think we are wasting time and energy, accomplishing nothing worth while, and there are also a great many men who don't want anything accomplished. And so on the one hand were the impatient, critical friends of honest, efficient advertising, scoffing at what they felt was a lot of preaching and very little practice, overlooking the fact that without inspiration there could be no action. And on the other hand were the enemies of "honest, believable advertising," the men who believe in letting well enough alone. They looked on smilingly and patronizingly, confident in their own minds that we were just a lot of harmless good fellows, letting off a little surplus steam.

Neither of these factions saw that the foundation of a great movement was being laid; that the prologue for a great play was being written.

At Baltimore this prologue, our

Declaration of Principles, was completed and read and it proved to be the climax the advertising audience had been waiting for, and with one enthusiastic unmistakable shout they bade the play go on.

The keynote of the Baltimore Convention was *Co-operation*, so forcefully expressed in the now famous Declaration of Principles and still more forcefully expressed by the splendid men who composed that Committee of Committees, and whose efforts have resulted in giving us a more clearly defined purpose.

Not all advertising mediums are ready to co-operate. There are still some prominent publishers, some prominent advertising agents and even some prominent advertisers who are not quite ready; but they are coming along.

The great question of finance: it was apparent that we must raise some extra money to carry on the work, and as a temporary expedient, until some constructive plan could be worked out, it was decided to attempt to raise a fund by voluntary subscriptions through the members of the various departments represented at Baltimore. Again the difficulty was to find the man to lead the way. And again the spirit of co-operation prevailed and after a nearly all night session with Sam Dobbs, he finally agreed to undertake what was to him a disagreeable task. While his efforts have not been as successful as he or we would wish, he has succeeded in raising about \$7,000, without which we could not have undertaken or accomplished all the work of this year.

We hope that as a result of the proposed re-organization, the new National Commission will work out such a plan as will be the means of placing the association on a firm financial basis, and thus enable it to carry on its work more effectively. The work of your association has grown to such magnitude that it can no longer be carried on effectively by the voluntary efforts of a few individuals. Only a few of us fully realize the tremendous sacrifices

being made by those who are carrying the load. There can only be one result for an association that is able to command the services and sacrifices of such men, and that is complete and lasting success. We need and must have a permanent business department to carry on the detailed work, and over and above all we need one or more field secretaries to travel around the country organizing new clubs, and, what is of still greater importance, to visit the existing clubs.

#### WORK OF REORGANIZATION

Early in the year your officers and executive committee decided that the one big thing to be accomplished was to reorganize this association along such lines as would enable us to follow out the recommendations of the committee of departmental committees unanimously endorsed at the Baltimore Convention. The matter was discussed at considerable length at the first business meeting of the executive committee in Chicago last September. At that time a special committee was appointed to go into the whole matter thoroughly from every angle. This committee consisted of Douglas N. Graves, chairman; William H. Ingersoll, Herbert S. Houston, Stanley Clague and William C. Freeman. They worked hard and faithfully on this tremendous problem and presented their report at the meeting of the executive committee in New York in January. This report with some minor changes has been unanimously approved by your executive committee, and, together with the resulting new constitution, will be offered for your approval and adoption. It marked, or will mark, a distinct step forward and will, I firmly believe, be the means of building up this association into the most powerful business organization on this continent, or, in fact, in the world. You, and we of this administration, are greatly indebted to Douglas Graves and his committee for the intelligent and effective treatment of this tremendous problem.

Another important outcome of this new spirit of co-operation, and I think the direct result of the work of that famous conference of committees at Baltimore, is the formation of the Audit Bureau of Circulations, composed of advertisers, advertising agents and publishers, organized for the purpose of furnishing accurate data and information regarding the circulations of newspapers, magazines, agricultural, trade, technical, class and other publications. A great opportunity for good is afforded the Audit Bureau of Circulations and it is entitled to the hearty support of the Associated Advertising Clubs of America.

I cannot close this résumé of our doings without offering thanks to the various advertising publications of this country for the hearty support we have received at their hands. You will be gratified to know that the "PRINTERS' INK Cup" is to be perpetuated even if it should be won by the same club three years in succession and thus become the permanent property of that club. Mr. Romer, president of PRINTERS' INK and a live and active member of our association, has taken care of this contingency by generously offering to replace the cup whenever it passes out of our hands. Mr. Romer has also given us another valuable piece of co-operation in affording us the use of the very complete reference bureau of PRINTERS' INK. In this bureau every book or worth while article on advertising is carefully indexed. So that when any information of this nature is required by a member of this association, all he has to do is to file his request with the secretary of his club, who in turn will forward the same to PRINTERS' INK and thus secure the required information.

Another valuable contribution is that of *Advertising and Selling*, the publishers of which have offered a prize of \$1,000 for the best essay on advertising to be contributed by members of this association.



# Sherlock Holmes

## *Master of Mystery*

will perform his next and greatest exploit for the readers of the Associated Sunday Magazines. Both Holmes and Watson will figure in Sir Arthur Conan Doyle's new story, for which was paid the highest price per word ever given an author. And the story was worth it. Begins September 20, 1914 (advertising forms close August 21), in the

### ASSOCIATED SUNDAY MAGAZINES, INCORPORATED

Issued every week co-operatively and simultaneously by and as a part of the Sunday editions of the

Chicago Herald  
Philadelphia Press  
Pittsburgh Post  
New York Tribune

Boston Post  
Washington Star  
Minneapolis Journal  
Rocky Mountain News  
Cincinnati Commercial Tribune

Buffalo Courier  
Detroit Tribune  
Baltimore Sun  
Cleveland Leader

1 Madison Avenue, New York :: Herald Building, Chicago, Ill.

# Character in Printing

Your advertising literature is capable of reflecting as much character as your salesman who sets the pace.

It possesses the power to make impressions upon your prospective customers either for you or against you.

Men whose business is national in scope have awakened to the possibilities of Direct Advertising and to its broader uses in the building of a business and a name.

A few big advertisers are using the cooperation of the Cargill organization now. More will use it as soon as they investigate.

The cost of finding out what we can do for you is your time only. Our time is yours.

**The Cargill Company**  
Complete Printing Service  
Grand Rapids Michigan

## Eventful Year in Agency Work

A Survey of Development of the Association Idea by a Western Advertising Agent—Eighty Per Cent of Agents Wanted Are Represented—Cleaning-Up Work Being Quietly Done

By Major E. E. Critchfield

President of the Taylor-Critchfield Company, Chicago

Address Before Advertising Agents, Toronto Convention, A. A. C. of A.

**H**AD it not been for the fact that your committee provided me with a topic on which to speak on this occasion, I should have felt strongly inclined to adorn my remarks with the title, "The Renaissance of the Advertising Agency Business."

My announced subject is, "An Eventful Year in Advertising Agency History." And so eventful has been the year—so significant of greater and better things—so bright with hopes for even finer achievements—that I feel justified, while remaining faithful to the assignment, in declaring that the eventful year has indeed lifted the curtain and disclosed the glories of our advertising renaissance.

Only a year and four months ago was it that Mr. Gould, Mr. Erickson and Mr. Hine, representing the association of New York advertising agents, traveled out to Chicago for the purpose of helping the agents of my home city and of other cities in the Central and Western States to form a federation similar to those which had already proved productive of the most salutary results in the agency circles of New York, Philadelphia and Boston.

### WESTERN ASSOCIATION STRONG

That journey, I say, was undertaken but a little more than a year ago. The Western association is still a babe, but I am here to tell you that it can do more than handle a milk bottle and play with its toes. 'Tis a hearty, red-blooded, up-standing infant—is our Western association—and if

you will give it another year I promise that you will find it a husky youth, with eyes wide open for the truth, and legs quick for the errands of co-operative endeavor, and a heart tuned to fairness and honor, and a conscience that shall seek to promote mutual good will and the betterment of the entire profession.

That is the youngster's motto to-day; in fact, although like others of few months he may lisp now and then, or stumble over obstructions, or give other evidence of the dependence of babyhood. For one of its age it is the liveliest, strongest juvenile you ever saw! And this newest member of our little advertising family to-day stores its toys away in the attic of association history and asks to be considered a full-fledged brother.

I believe I speak correctly when I say that the agents of New York were pioneers in the magnificent movement which is thus drawing the agency men of this continent closer together and elevating the standard not only of the agency business itself but of the entire advertising profession.

The agents in Boston and Philadelphia, following the wholesome example set for them by their New York brethren, were soon beginning to realize what they had missed in not earlier taking advantage of this opportunity of co-operation.

Then, about sixteen months ago, the Western association came into existence. I speak advisedly for my part of the country when I say that the undertaking has been wonderfully satisfactory and the results gratifying.

And I believe I am neither outside my province nor on dangerous ground when I assert that this association movement in all parts of the United States—whether in our broad section west of the Alleghenies, or in New England, or in Philadelphia, or in the metropolis—has done more to clarify agency conditions, purify agency methods and modify the opinions of each other hitherto existing than has been accomplished in our chosen field in any length of time.

It has been a popular movement. I am reliably informed that fully 80 per cent of the agencies who *ought* to be represented in such associations—whom we *want* in—who will benefit others and themselves be benefited in *being* in—are now members of the four groups. It is safe to say that *more* than 80 per cent of the legitimate, recognized agencies are now affiliated, and my prediction is that before another convention of the Associated Advertising Clubs of America is held that percentage will be close to one hundred.

#### PREDICTS ONE NATIONAL ASSOCIATION

And I further predict that before another year has spent itself these different agency associations will be welded into a substantial national organization. In no way other than by such a process of federation can the principles of good advertising be so staunchly upheld, and the interests of honored and honorable agencies so materially promoted.

If the "get-together" spirit is good for the agents of Chicago, or New York, or Philadelphia, or Boston—as specific localities—then the "get-together" spirit is good for these associations as a national group.

The work of individual associations will not be interfered with in the formation of the national association. Each will preserve its identity and continue to handle its local problems as it does to-day. The desirability of national federation—of cementing all these branches of agency interests into a country-wide society for the discussion and treatment of questions that are really general in character and vital to agents everywhere, whether on one coast or the other—probably is apparent to all of you. I am here to urge the advisability of having such an organization. Having it, we shall own larger cause for pointing with pride to "An eventful year in advertising agency history"—a wholesome, helpful, inspiring year whose crops have been more than local and whose twilight is

but the dawn of an even better year to come.

It has been a year deeply eventful—not sensationally or spectacularly so. There has been no waving of banners, or blare of trumpets. That which has been done has been accomplished without music or flags. We have led no glittering hosts against a stubborn foe. There is no Ode to Victory to chant, nor Jubilate to sing.

Yet it has been an *eventful* year—a year eventful because of the quiet, peaceful victories which in business mean so much more than the victories of a noisy battlefield.

#### CONDITIONS TO-DAY BETTER THAN EVER

I am persuaded that from every view-point conditions in the advertising agency field *look* better and *are* better than they were before. Many of my competitors—but my colleagues just the same—join me in the opinion that there is less rate-cutting than there ever was before; that there is less unfair soliciting than there ever was before; that the average solicitation has been placed upon a higher plane; that agents who once thought only of quick commissions on immediate business now realize that they can *sell service* to far greater advantage to themselves and to the business in a general way.

I believe each of you will agree with me that there is less of the reprehensible—less advertising "quackery" and fewer advertising "quacks" than there were a year ago. You will admit that if rate-cutting ever had an excuse for existence, that excuse has practically disappeared. You will admit that agencies are being measured by the standards of *what they know*—by the standards of the individual abilities and experiences of their members—rather than by what they can make themselves appear to know in the manipulation of that once familiar commodity called "bunk."

For these changes—for these improvements—for these evidences of cleaner conditions in advertising and a loftier concep-

tion of its privileges and possibilities—I am ready to give credit to the associations of agency men in the great cities of our country.

Whether it be the result of an awakening, or whether fear restrains the hand that once was bold—no matter *why* conditions are better, they *are* better, and I believe the formation of these agency associations marked the dawn of this advertising renaissance.

It is a reform in which the entire advertising world must rejoice, for we cannot deny that the agency is now so closely interwoven with the advertising fabric as to affect conditions in all branches of scientific publicity.

#### NO NEED OF DRASTIC ACTION

In praising the work of the various agency associations, and in urging united action for greater results than have yet been accomplished, I make no plea for drastic action anywhere along the line. Our "clean-up" process is progressing too satisfactorily in its quiet way to justify any radical step in the direction of reform. Indeed, the instances where drastic action should be even momentarily considered are extremely few, and I am firmly convinced that the majority of men engaged in the advertising agency business are too inherently honest—too desirous of doing the square thing even when error of judgment leads them to *appear* otherwise—to merit any punishment of any degree whatsoever.

Let our work of reform, gentlemen, be that of example rather than of precept. Let it radiate from these local associations, and from a national association, as an inspiration toward better methods and conditions.

I am of the belief that when the few who violate the high principles of legitimate agency business fully realize that there is *more profit* in creative work than there is in the mere "swapping" of accounts; when they realize that business taken at a perilously low rate is business that would pay the agency better *not to have*;

when the present minority—made up of minor offenders—appreciates the fact that doing business on a dignified scale, with strict observance of the ethics and of the unwritten code of agency morals, is not only the way that is right but the way that *pays*, then we shall have near one hundred per cent efficiency and near one hundred per cent membership in these organizations of active agency workers.

Great progress has been made toward this goal in the last year. It has therefore been an eventful year, and this period of our renaissance marks the most hopeful time that our chosen line of life-work has known since the first crude days of advertising agencies.

We have cause for self-congratulation not only because of this marked progress, but because of the assurance the future seems to hold that the materialization of our ideals is not far removed.

We all know each other better than we did a year ago. We are not so suspicious of each other. We have a broadened vision—the vision which has made possible all of the successes in the lines of business which we serve, and to which we seem to have blinded ourselves up to a very few years ago.

#### "SHOPPING DAYS" OVER

And the business world will have more respect for us when it learns that we are no more willing to "go shopping" with our services than we would be willing for a client to trim an established price. There was a day when big business men did not consider ours a *businesslike* business. We are fast correcting that impression. And an amalgamation like this will remove the last vestige of prejudice against our calling.

Organization, fellowship, and an appreciation of what this work really should be will remove the faults which cursed it and set our feet upon the solid rock.

Agencies that have erred may then write fewer new contracts for a time, but they will also *lose fewer accounts*. Agency work will be increasingly constructive.

And it *must* be that if we would realize the splendid fruition that awaits honorable endeavor in the mighty work in which we are engaged.

There is double value in this kind of work, for it will not only help the ones who are inclined to keep the business on the highest plane, but it will help those who are forcibly *pulled* up to where the others stand.

There have been cases where civilization has been *shot* into a race of people. And we may expect to hear of instances where advertising reforms are *forced* upon willing subjects, to the very decided benefit of the ones who at the time may resent and resist the process.

It has been an eventful year—a *good* year. I know you join me in the conviction that the next one is to be better still, and that the end of another twelvemonth shall see agency standards lifted higher and witness the dawn of what I like to term, if you please—*co-operative competition*.

### Ad Men's Outing in Philadelphia

The advertising men from the agencies and newspapers of Philadelphia held their second annual outing at the Bon Air Country Club, at Manoa, Delaware Co., Pa., on the afternoon of Wednesday, June 17. There were golf and tennis tournaments and baseball. The first prize in golf, "The Club Life Cup," was won by George B. Donnelly, of the *Record*. Samuel M. White, also of the *Record*, was awarded the Kickers' Handicap prize, a pair of golf shoes donated by the Chief Bender Sporting Goods Company. The first prize in tennis was won by H. Biddle, of the V. T. Robinson & Co. agency and Herbert Smith, of the Oman & Smith Agency, captured the runner-up prize.

### Toronto Bound Ad Men at St. Louis

The St. Louis Ad League and the St. Louis Business Men's League, entertained about 300 Texas, Oklahoma and Louisiana ad men en route to Toronto. The first to arrive was the "Lone Star Special," the morning of June 18. It brought the San Antonio, Austin, Houston, Waco, Temple, Hillsboro and Greenville, Texas, delegates. Later arrivals were the Ft. Worth, Tex., and Ft. Smith, Ark., ad men, also those from Oklahoma cities and from Shreveport, La.

### Toronto Papers Work for Advertised Goods

Daily newspapers of Toronto send circulars and streamers to 6,200 retailers requesting that special displays of advertised goods be put in by the dealers while the Toronto convention was in progress.

Geo. E. Scroggs, of the Mail Printing Company, Toronto, tells *PRINTERS' INK* that letters from dealers practically assured unanimous co-operation on their part.

The streamers sent out bear this inscription: "At the request of the Toronto daily newspapers, we are this week making a special display of advertised goods."

### C. H. Levin Leaves Lord & Thomas

Carl Hugo Levin, formerly connected with the copy staff of Lord & Thomas, Chicago, has resigned to become advertising and sales manager for the William P. Stark Nurseries, Neosho and Stark City, Missouri.

Mr. Levin was at one time advertising and sales manager of the Texas Orchard Development Company, of Houston, Texas. The advertising of the William P. Stark Nurseries will hereafter be placed by Mallory, Mitchell & Faust, Chicago.

### Berrien and Durstine Form Agency

Berrien-Durstine, Inc., an advertising agency, has been organized with offices in New York. James G. Berrien, one of the partners, was for ten years on *Collier's Weekly* as solicitor, New England manager and finally as Eastern manager. For the past year he has been connected with Calkins & Holden.

Roy S. Durstine was until recently assistant to W. C. Calkins, of Calkins & Holden, in charge of the preparation of copy for that agency. Mr. Durstine had his earlier experience on the editorial staff of the *New York Sun*.

### Olds with Kayser Gloves

Nat S. Olds, whose resignation as secretary to Marcus M. Marks, president of Manhattan Borough, was recently announced in *PRINTERS' INK*, is now connected with Julius Kayser & Co., the New York manufacturers of gloves.

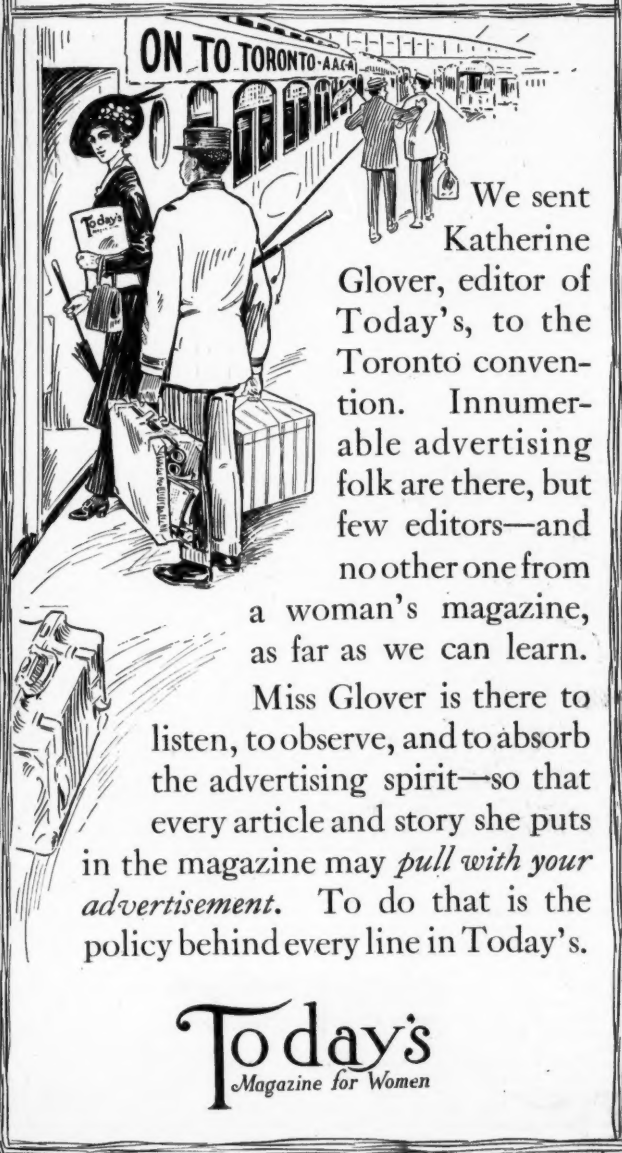
Mr. Olds will be assistant to W. A. Shakman, general manager of the Kayser Company. In his new connection Mr. Olds will supervise the company's sales and advertising work.

### J. B. Kerrott with Mallory, Mitchell & Faust

Mallory, Mitchell & Faust, of Chicago, have added to their staff Joseph B. Kerrott, who has for a number of years been engaged in the mail-order field.

## The Gentle Art of Magazining

1



We sent Katherine Glover, editor of Today's, to the Toronto convention. Innumerable advertising folk are there, but few editors—and no other one from

a woman's magazine, as far as we can learn.

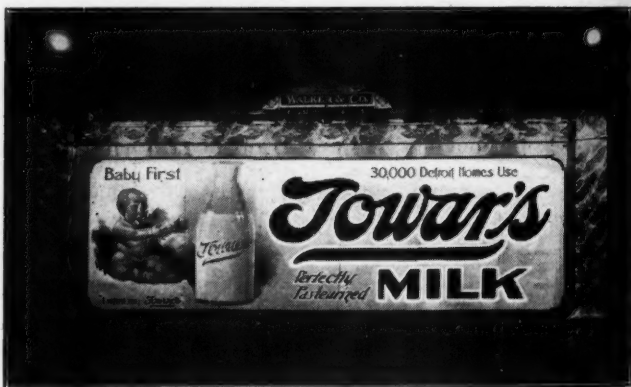
Miss Glover is there to listen, to observe, and to absorb the advertising spirit—so that every article and story she puts in the magazine may *pull with your advertisement*. To do that is the policy behind every line in Today's.

**Today's**  
Magazine for Women



### Night Showing—24 Sheet Poster

This is a picture of one of our numerous illuminated poster locations. On all of Detroit's main thoroughfares are similarly designed and constructed poster boards admitted to be the maximum service and the "last word" in poster advertising.



### A Night Illuminated De Luxe Bulletin

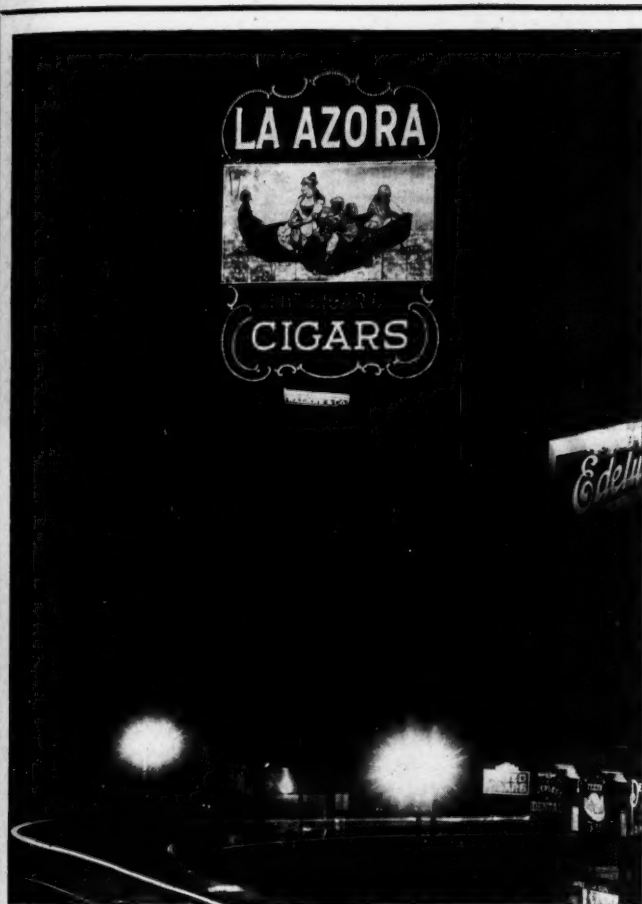
For real artistic appearance that commands attention, this De Luxe bulletin as well as other day and night painted displays on our plant are not surpassed by operators of Outdoor Advertising anywhere in America.

**WALKER & CO.**

**OUTDOOR ADVERTISING**

**DETROIT**

**MICHIGAN**



The La Azora sign shown here is one of nineteen big electric signs operated and maintained by Walker & Co., on Detroit's Great White Way. This sign measures 40 x 52 ft., requires 2100 Mazda Globes, and has an action effect showing the ripple of the water surrounding the boat produced by indirect lighting that is wonderfully realistic. Appeals to approximately 200,000 people every 24 hours driving home the message: "La Azora—The Cigar of Cigars."

**WALKER & CO.**

**OUTDOOR ADVERTISING**

**DETROIT**

**MICHIGAN**

# How Far Should Editorial Condemnation Affect Copy Standards?

Cases That Have Had to Be Passed Upon in Technical Advertising

By E. J. Mehren

Editor, *Engineering Record*, New York

Address Before Trade and Technical Division, Toronto Convention, A. A. C. of A.

**T**O what extent should editorial condemnation affect copy standards? A product had been condemned editorially for practically all uses, but was still being advertised as universally valuable, as such products go. The editors had conceded for it a certain limited proper usage. Yet many engineers, not agreeing with the editor, employ the product widely.

The question arose as to the refusal of the advertising unless the statements were modified to apply only to the specific uses for which the editors had approved the product. The difficulties of the situation can well be imagined. The business amounts probably to a million dollars per annum, practically all of it in the hands of the advertiser in question. Against the views of the editors and the evidence in their hands he would have cited the practice of hundreds of engineers using the material year after year. He would not have given up this large and profitable business at the suggestion of the editor, and there is likelihood that any discussion with him would have resulted in an open breach. Under the circumstances it was decided best not to stir up the situation, and the journal now stands in the position of aiding the advertiser to sell to its subscribers for general use a product it has condemned except for very restricted purposes.

What should have been the position? Someone may answer that the editor's judgment should be final. In that I believe all progressive publishers will agree. But to show you what responsibility this implies and what situations may arise let me cite another case from recent experience.

There was introduced in this country about two years ago a test for cement which has stirred up much interest. The rediscoverer, for the same test had been used abroad thirty years ago, made broad claims for it, and in due course offered advertisements to our journal and had them printed therein. It was held, when they were accepted, that the matter was controversial and that the copy was, therefore, justified. However, the increase in the exaggeration of the claims and adverse comparisons with materials which had proved their value over twenty years led to a close examination of the advertisements, with the result that further copy was toned down to the few statements that could actually be proved. Incidentally, it may be noted that the copy sent to the advertiser was retained by him, and to this day no word as to his decision or feelings has been received. It is patent, of course, that the advertising has been withdrawn.

The interesting feature of the case, however, is yet to be told. The decision to refuse the broad-claim advertising was based partly on the belief that the test was irrational, that the condition to which the material was subjected—high pressure and high temperature—did not produce effects comparable to those obtaining in practice. Yet within a few weeks after this decision was made the Bureau of Standards, at Washington, determined after exhaustive investigation that the reaction obtained in the test was precisely that which takes place in practice. Still the decision in this case was made by the editor—and to the best of his ability with the data available.

That the story of this case may be complete I might say that this finding of the Bureau of Standards does not dispose of the matter, for there are other factors still needing investigation. The editor's decision, therefore, will not be reversed, but the incident shows how difficult it is to enforce principle five of the standards of practice.

#### PATENT SITUATIONS OFFER ANNOYANCE

Patent situations offer many annoying difficulties. In our organization the stand is taken that decrees of the lower courts shall not be made the basis of copy, unless the action is not appealed. Final decisions may be used within proper bounds. Then comes the question, however, as to the real meaning of the decision.

A recent case is in point. The business involved runs into the millions. There are three or four systems, all fashioned after the first invention, and so devised as to evade, if possible, the patent claims of the original patentee. Recently final decision was rendered in favor of one of the imitating systems, declaring that there was no infringement. The competitors were jubilant, claiming that the whole foundation on which the original patentee had stood had fallen from him. The patentee, however, was quite calm, maintaining that only one minor feature of his scheme had been declared invalid, and that the other systems were still infringing on other claims. The company receiving the favorable decision desired to use it in advertising, basing sweeping statements thereon. The copy was refused on the ground that the matter was not fully and finally settled. Naturally the protest of the advertiser was strong, his contention being that the publisher had determined what it may take the courts years to decide.

In some cases the issue rests squarely on facts, but on facts of such a nature that only the technically trained can reach a fair decision. One situation in our field recently has been particu-

larly annoying. There is strong competition between various classes of concrete piles. Copy has been offered and printed showing very large advantage for one form, due to the nature of load distribution attributed to it. The competitor denies that this is the load distribution which takes place in practice, while engineers can be found to maintain either position. There are no data available and possibly may never be obtainable to show what is correct. What shall the decision be, and with whom shall it rest?

#### TECHNICAL FACTS REQUIRE TECHNICAL JUDGMENT

Another piece of copy in this same campaign showed two nails, one being driven point down and the other head down, with the query as to which would offer the greater resistance to driving. The answer was obvious, but the use of the illustration for an analogy in which the plain tapering pile was represented by the nail point down and a pile with a bulb at the end represented by the nail with head down was unfair. Only one familiar with the art, however, would know it. The reason is that, while the tapered pile is driven through the earth in the usual manner, and gets its power to carry a load from friction on the earth, the bulb is not driven through the ground but is actually formed in the ground. The analogy to a nail would then be fair only if the one nail were shown as being driven point down through the block of wood, and the other with head down being driven against some substance while the shank passed through a bored hole in the block. Obviously the comparative resistance, then, depends on the character of the material under the head in the latter case and the tightness of the fit of the shank in the hole. The copy, I may say, was rejected.

The point I desire to make is that technical copy in many cases can only be accepted or rejected by the technical man—obviously the editor.

The difficulties presented by

facts of a technical nature are so important that another instance from recent practice is cited. Within the past year associations of timber producers have made strong appeals to engineers and contractors through the advertising pages of the technical press. The second of the two associations entering on such a campaign worded its first copy in what appeared to be most extravagant terms. The advertising manager immediately called the editor into consultation. Diligent search of data available disclosed only isolated and ancient tests, which, however, controverted the most sweeping statement made. Only the fact that the copy was known to have been prepared by a man of the highest standards of honesty prevented its peremptory refusal or modification. Communication with him by wire resulted in reference to recent and unpublished data which substantiated his claim.

ARE THESE REFINEMENTS NOT  
WORTHY OF CAREFUL THOUGHT?

Some of you may contend that the cases cited are so unusual as not to warrant careful discussion. Such is not the case. True it is that they occur but seldom, yet these are the cases that ruffle the calm relations between publisher and advertiser, that make it difficult to get publishers to agree to stick to high standards, and that, if improperly decided in favor of the advertiser, wrong the subscriber, destroying his confidence in the journal, lessening its value as a property to the publisher and its value to the advertiser as a pulling power. To these cases, then, must careful thought be given; toward them must the co-operative work of publisher and advertiser be directed in order that high standards may ultimately prevail in all technical and trade journals.

But there are other aspects that need consideration. The publisher cannot dodge the responsibility of safeguarding his subscribers. Even if common honesty did not demand it, the movement of the times would force it upon him.

The general magazines and the newspapers are not only adopting these desirable standards but are publishing that fact broadcast in order to increase their advertising influence with their readers. As was to be expected, this is having a reflex influence. The public, taught by these ads, is beginning to insist that advertising be honest, and is demanding that laws be passed to make fraudulent advertising punishable by fine and imprisonment. You, then, who are publishers and have not yet adopted these principles have need for haste to put your houses in order. It is not a thing to be done over night. Your advertisers must be educated to the new line of thought; your own forces need to be attuned to the new spirit. Then when the heavy hand of the law places us where we should be—in fear of jail if we violate our covenant with our subscribers—all of us will be found ready for the new order.

You who are advertisers and have not adjusted yourselves to the new views, in whom long practice and boundless enthusiasm lead to statements not warranted by the facts, you, too, need to ponder carefully, in my judgment, the difficulties I have presented. Of course the publisher can say, regardless of your feelings, that your copy will not be run, and you, in turn, can in anger withdraw your advertising, but such action is not for your interest or for his. If his paper is a worthy representative of the industry, you need it, and if your product is a meritorious one the industry needs you. The loss to a general magazine if the Ingersoll Watch interests withdraw their advertising is one of revenue only. The loss to the technical or trade paper if you withdraw yours in anger is greater, for an industry is but an aggregation of businesses and yours is one of them. Therefore am I as an editor solicitous that you shall sit in with an open mind when danger-line copy is under discussion. The loss to the business office in revenue is, from my point of view, of secondary importance. I shall

# The Pittsburgh Chronicle Telegraph

Established in 1841, 73 years ago,  
has as its sub-title the words

**"THE PAPER THAT GOES HOME"**

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**I**T is the home-going newspaper of Pittsburgh because it has "character"—the kind of character that makes it welcome in homes of all classes—its popularity in its field is universal.

**ALL NATIONAL ADVERTISERS** either present or potential, who contemplate entering the Pittsburgh field, should use the

## Chronicle Telegraph

(Evening except Sunday)

Inquiries regarding general or specific trade conditions, problems of distribution or any other of the countless vexing questions which confront a manufacturer seeking distribution in the rich but complex field of Greater Pittsburgh, will receive a prompt and intelligent response.

URBAN E. DICE, Foreign Advertising Manager, PITTSBURGH, PA.

**SPECIAL REPRESENTATIVES:**

J. C. Wilberding  
225 Fifth Avenue  
New York City, N. Y.

J. M. Branham Company  
Mallers' Bldg., Chicago, Ill.  
Chemical Bldg., St. Louis, Mo.

## Why not durability as well as economy?

¶ Your catalog should hold together when opened by your customer. We have met this condition with our **RADIUM FOLDING ENAMEL**.

¶ **Radium Folding Enamel does not Crack or Break when Saddle-Stitched.**

¶ **RADIUM FOLDING ENAMEL** is pure white with superfine finish and is within the reach of all who believe good reproduction sells merchandise.

¶ **RADIUM FOLDING ENAMEL** basis 25 x 38—80 lb. will average 25 points test on Mullen Tester.

¶ Quality printers buy **RADIUM FOLDING ENAMEL** where paper is left to their discretion. This is the best evidence of printing quality.

¶ Send us your specifications so we may make your dummies and give you all the facts about our **RADIUM FOLDING ENAMEL**. Printed samples sent on request.

**Birmingham & Seaman Co.**

**Tribune Building, Chicago**

**New York**

**Milwaukee**

**St. Louis**

**Cincinnati**

**Detroit**

regret your loss because it has weakened my grasp on the industry, because my possibilities for service to the field have been lessened. What you contribute to the upbuilding of our line is lost to my readers, whom I have pledged to serve to the best of my ability. That, gentlemen, accounts for my solicitude in this matter, and that accounts for my boldness in coming here and trying to tell you why I believe the editor has a function in passing on advertising copy. Not only is his technical knowledge essential to the solution of many copy problems, but the interest of his readers demands that he shall protect them against deception, and that at the same time shall retain the confidence and co-operation of those upon whose commercial enterprise the growth of the industry so largely depends.

### Pushing Profit of Larger Packages

Now that dealers are getting accustomed to selling sugar to consumers by the package instead of dipping it out of a barrel in the old wasteful way, The Franklin Sugar Refining Company, of Philadelphia, is carrying this idea a step farther by urging dealers to sell sugar to consumers by the container. Copy which ran in a recent issue of a trade paper said:

"Selling Franklin carton sugar by the container is not only a convenience for your customers, but it saves you money, because you make one delivery instead of dozens. It gives you a wholesale outlet at a retail profit—you don't have to even open the container to make your profit on every carton in it. When you sell a woman a container of 30 two-pound cartons you make the profit on her purchases of sugar for some time to come; if you sell her one carton you leave an opening for competitors to sell her the other *twenty-nine*. Lots of your customers buy flour by the barrel, potatoes by the bushel, canned goods by the dozen—it is just as easy to sell them Franklin carton sugar by the container. Try it."

### Women's League Closes Season

The League of Advertising Women, New York, closed its 1913-14 season with a Twilight Picnic Dinner at Lazzarri's, Rosebank, Staten Island.

At the dinner the league held an ad-guessing contest. For this a large sheet of paper was used on which were trademarks, slogans, illustrations, etc., taken from newspapers and magazines. Mrs. Walter E. Mead guessed the greatest number of these and was given a book.

## How One "Medium" Has Come to Be

The Story of the Development of Outdoor Advertising in England—The Early Haphazard Methods and How These Were Slowly Changed—How "Copy" Is Prepared and Safeguarded

By Walter Hill

Of Walter Hill & Co., Advertising Agents, London, Eng.

[EDITORIAL NOTE:—The following portion of an address delivered at the Toronto Convention of A. A. C. of A. is suggestive, being as it is the story of how one "medium" of advertising has found itself after a long and strenuous struggle for survival against conditions, which, if they had not been conquered, would have destroyed it. The story is typical, for other "mediums" in America as well as in England have in similar manner fought their way to clean and business-like standards.]

IN looking at the history of street advertising in Great Britain a gradual and coherent evolution can be traced, beginning, for practical purposes, with the rows of posts which in earlier days reserved one portion of the roadway for foot passengers.

These posts, which Dr. Johnson in his daily stroll down Fleet Street was wont to count and touch with his hand in passing, were employed for the exhibition of posting bills. As Charles Dickens, in his interview with the hereditary billposter, has recorded, the bills were "mostly of proclamations and declarations and only a demy size," which could be posted by means of a piece of wood called the dabber. Larger bills were called into being by the need to advertise the State Lotteries, and printers began to illustrate them by the aid of engraved wood blocks. These were posted upon the property of other persons, and the business was, of course, irregular in all senses. The work was liable to be torn down by the next comer of the same trade who coolly covered his competitor's bill with one of his own.

In this condition billposting offered no guarantee to the customer, and the business did not become regularized until the mid-

dle of the last century, when a beginning was made with the renting of spaces. Then and for long afterwards (and even now) there was warfare with the piratical fly-poster, but the organizers had right upon their side and gradually a system was fashioned and put at the disposal of advertisers. In those early days streets were narrower than now; posters were placed mainly on the sides of houses and often at considerable heights. In lettering, coloring and design the bills were crudely executed and related to a number of businesses. Auctioneers in England have from the earliest times realized the great aid to a successful sale of public announcement by posters. Promoters of meetings and entertainment have consistently employed posters, and the hoardings have from their first appearance been regarded by the theatres chiefly as a most desirable medium of announcement. The cheap tailors of the "fifties" quickly saw the use to them of a medium of advertisement universal in its appeal, and the earliest customers of British outdoor advertising included vendors of articles such as tea, coffee, mustard and invalid foods.

#### UP FROM LAWLESS BEGINNINGS

The gradual development of a considerable industry from lawless beginnings up to its present pitch evolved special problems, which had to be solved as they arose. An especially menacing one was the moral problem precipitated by advertisers chiefly of either serial stories, weekly newspapers or plays, who sought to make their pictures exciting at any cost. Individual billposters had reserved their right to refuse to accept for exhibition bills of horror or those transgressing the bounds of modesty.

The circumstances were trying; the bills excited a degree of prejudice out of all proportion to their number. Individual action failed to prevent their production, and so long as such posters were produced there was always the chance that they would gain publicity

through some circumstance, or by the action of some owner of outdoor advertising space other than the recognized billposter, and in 1890 there was formed by the billposters' associations a committee of billposters, poster printers and theatre managers that rescued the reputation of public advertising.

#### CENSORED POSTERS NOT SHOWN

The associated billposters of the country bind themselves not to display any bill that the Censorship Committee has banned, and this operates to check the production of objectionable bills. Designers of bills are encouraged to submit sketches, and the committee is always ready to state its decision as to the alterations that might make an amended bill acceptable—printers and advertisers have thus been given the means of securing their position before they proceed to lay out money which may be wasted.

Concurrently with the education of public taste and the improvements in lithography, the artistic and technical excellence of outdoor advertising material has been continuously raised. In artistic respects an inestimable debt is due to certain pioneers who set others an example from which all concerned have profited, and the name of the late Mr. Thomas J. Barratt, the inspirer and controller of the magnificent advertising work done by the firm of Pears, demands respectful mention in this connection. Those who have given the public fine posters, which are also fine pictures, have not merely done a fine stroke of business for themselves, but in adding a new pleasure to life, they have more than justified the existence of public advertising. They have given the advertisement hoarding a standing that could never otherwise have been attained.

#### QUESTIONS OF TASTE

All questions of taste involve divergence of opinion, and British outdoor advertising has had to pass through troubles resembling the "teething and measles" of in-

## Cover This Rich Agricultural Territory As A Unit



### PENNSYLVANIA FARMER

Philadelphia

is the only agricultural paper having its entire circulation concentrated in this clearly defined field. It is the natural medium to select for building up agricultural trade here, because it is the home paper, read with greater interest and attention than papers of widely distributed circulation.

It is a wealthy agricultural section, too. Lancaster County, Pa., is the second county in this country in the value of its products, having produced \$13,059,600 in crop values in 1913. And in this one county Pennsylvania Farmer has more than 3,500 subscribers.

Don't overlook this great buying power when you make up your agricultural list. Be sure to include the one paper that gives you one hundred per cent of its circulation in this field, and whose supremacy in its field is acknowledged by the largest advertisers using the agricultural press.

More than 42,000 paid-in-advance subscribers and the rate is only 20 cents per line flat.

Write direct or to either representative for further information and sample copy.

### Pennsylvania Farmer, Philadelphia

Member Standard Farm Paper Association.

Can be used with either The Ohio Farmer or The Michigan Farmer or both at special combination rates. Be sure to ask about this.

George W. Herbert, Inc.,  
Western Representatives,  
600 Advertising Bldg.,  
Chicago, Ill.



Wallace C. Richardson, Inc.,  
Eastern Representatives,  
41 Park Row,  
New York City.

Member of Audit Bureau of Circulations.

## British Trade for American Traders

To tap the teeming population of the British Isles go to London. No other capital in the world dominates its country as London dominates Britain. London news gets more space in every provincial newspaper than local news. The circulation of London dailies in many provincial cities is larger than that of the local papers.

## London- Opinion

**The Brightest, Cleanest  
and Most Progressive  
Weekly in Britain**

circulates throughout the whole length and breadth of the country and proves-up to the advertiser by *net sales to the reader*.

**Rates (which are firm)  
on application to**

*John Hart.*

*Advertisement Manager*

**Watergate House, London, Eng.**

fants. It has been assailed by eccentrics in the guise of high art, but has survived their attentions and settled down to an artistic style of its own, which presents less room for quibbling than at any date in the past. The demands of the day have been recognized by others than the advertisers. Billposters have learned that efforts on their part were necessary to render worthy material in a worthy fashion. They have prepared the ground by inducing advertisers to adopt the shapes and sizes of bills that lend themselves most to a pleasing and orderly arrangement. They have provided trim hoardings and have taken up with zeal and discretion the architectural treatment of advertising stations so that the modern hoarding makes a becoming frame for the pictures that are disposed upon it, with an eye for balance, contrast and effect.

### KIND OF ORGANIZATION NEEDED

Business men do not need assuring that these improvements have been accompanied by—and must have been impossible without—a skilful organization of those who engage in the billposting trade. A billposting campaign left to odd-job men of unbusinesslike and irregular habits can at best be but an exasperation. The mechanism for insuring to the advertiser full value for money has been gradually evolved over a period of sixty years. The local facilities for outdoor advertising are in the hands principally of local companies earning a fair but not excessive remuneration; they are governed by directors who know their town, its opportunities and the value of the local property.

The directors include in many cases men of position and influence in the district; the companies have orderly offices, with simple but effective systems; they employ managers whose full time is given to the work, and a staff of workmen commensurate with the size of the undertakings. The result is that orders can be booked by billposting contractors

for a display throughout the United Kingdom, or in any district or series of districts, and the display can be inspected and fully checked. These companies and firms are associated together in district associations and again in the United Billposters' Association (Registered), which constitute the parliament of the trade, for in a business peculiarly exposed to interference by legislative and administrative bodies combination is imperatively needed. Consultation and interchange of ideas are necessary also to the uniformity of method that so simplifies the execution of routine work, in which many hands must necessarily bear a part. Efficiency, both individually and collectively, is stimulated to the gain of the customer no less than the billposter.

These are the means by which billposting has been regularized and put upon a commercial footing throughout England.

### Example of Over-Pricing in Retail Field

A statement of alleged over-pricing on the part of a women's garment dealer, recently given in *Nugent's Bulletin*, is of interest to manufacturers. After asserting that the average merchant makes reasonable charges, the article describes the case of a dealer who, through the cancellation of part of an order, exposed to the manufacturer the excessive prices at which the goods were to have been sold. It continues:

"A comparison of the figures revealed the fact that the merchant had marked up one garment as high as 300 per cent above cost. A garment sold to the merchant at 75 cents was marked \$3, or over 200 per cent above cost. A garment for which the merchant paid 75 cents was ticketed for retail for \$2.50, or a profit of over 200 per cent. A garment sold at \$2.25 was marked to retail for \$8, a mark-up of over 200 per cent. Another one bought for \$1.38 was marked to sell at \$6, or over 200 per cent above cost. A garment bought for \$3 was marked to sell for \$12, or 300 per cent above cost. Still another, bought for \$1, was marked to sell for \$3, or 200 per cent above the cost price.

"The merchant who was guilty of attempting to obtain an unwarranted profit in the manner described was not only doing an injustice to his customers by misrepresenting the value of the goods, but he was also placing the manufacturer in the unenviable position of unknowingly being a party to the gouging of the public."

# Old Hampshire Bond

*The Standard Paper for  
Business Stationery*

**OLD** Hampshire Bond, used for your letterheads and envelopes, reveals your business and its methods to all who read—for the man who is not proud of his business and has ambitions for it feels no incentive to put his letters on such paper as Old Hampshire Bond. You can prove this at your printer's.



Write on your present letterhead for samples of modern letterheads—if you care to, include 10c. for package of Semi-Business Stationery.

## HAMPSHIRE PAPER CO

South Hadley Falls, Mass.

*The only paper makers in the world  
making bond paper exclusively.*

## Taking Toll From Your Business Reading

Service Extended by the Library of Congress for a Nominal Charge—Method Followed in Clipping and Filing Informative Bits for Future Use—Originality vs. Habit of Adapting

By Mac Martin

Of the Mac Martin Advertising Co., Minneapolis  
Portion of Address Before Toronto Convention, A. A. C. of A.

**T**HE Library of Congress furnishes cards, at two cents each, on every book that is published on subjects specified, as soon as that book is copyrighted.

Last summer I heard of this service and subscribed for all cards dealing with the subjects of "Merchandising," "Advertising" and "Selling." At that time I inquired of the custodian the number of business houses subscribing for this service under these classifications, and learned that my subscription made the third. I am doing this free advertising for the Library of Congress because I know the Government needs the pennies.

I can tell you the system [of filing information] I employ in my own offices, but it may not fit your particular case. I have every class of business with which we deal indexed in our library system. Each business has its number. When I read anything which will apply to any particular business, as related to our service, I put the number after that article. If it is in a magazine, my secretary clips the article and puts it in the files. If it is in a book, the book is put in the library and a reference to the chapter and the book is put in the files under that head. Our files are divided into two classes: those under businesses and those under specific tonics, such as demand, supply, quality, prices, profit, market conditions, channels of distribution, classes of media, etc.

A salesman having a prospect in a particular line goes through the file on that line and finds

there the outlines of all advertising campaigns which we have planned in that particular line, together with Government reports and any other information or ideas which we may have collected. After he has glanced over these, he is ready to present the proposition in a conference and ask for advice if he still feels that he needs any.

I understand that some concerns have such information in the form of a salesman's manual. I know that I could not get along without my library.

While I have some confidence in my own originality, I trust more in Carlyle's definition of originality:

"That man is most original who is able to adapt from the greatest number of sources."

I have had only a little experience in business, but I have at my command reference to the experience of all others which has ever been published and I have been able to collect. That is why they come to me for business counsel, not for what I know or for what I have learned, but for what I am able to find from the experiences of others.

And I firmly believe that the day will come when the advertising man without a library will be in the same position as the doctor or the lawyer of to-day who has no library. When we reach this stage in our development in dealing with human beings, the time will not be far distant when the prescription furnished by the professional advertising man of that day will be regarded by the world as definite and trustworthy as the prescription of the practising physician is regarded to-day.

## How Surbrug Uses Dance Craze

The Surbrug Company, of New York City, has been capitalizing the current dance craze in some of its advertising for Milo cigarettes.

The company has arranged from time to time in the East, notably in New York and Boston, to give a Milo loving cup, made of silver and standing a couple of feet in height, to the most dextrous dancers at a well-known "trottery."

# BRIGGS

## Poster Advertising Service

will produce the right poster  
for you—and post the right  
number in the right places  
in the right towns.

Our nearest office will gladly  
send you any Poster Adver-  
tising information—either by  
salesman or mail.

### The A. M. Briggs Co.

*Home Office: Peoples Gas Bldg., Chicago*

BRANCH SALES OFFICES:

New York  
Buffalo

Cleveland  
Detroit

San Francisco  
Dallas

Kansas City  
Louisville

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# Why the Official Solicitor ?

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**T**HIS is the da  
solicitor is a

Like other special  
than anyone else  
ately efficient

When money is to  
who acts in an  
consideration

The most success  
have invariably be

*All official  
inform*

## Poster Adv

1620 Steger Building

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ASSOCIATED BILLPOSTERS PROTECT  
A. M. BRIGGS CO.....  
IVAN B. NORDHEM CO.....  
THE A. DE MONTLUZIN ADVERTISING  
POSTER SELLING CO.....  
GEO. ENOS THROOP, INC..  
WALL'S NATIONAL POSTER SERVICE.

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is the day of specialists. The "official solicitor" is a specialist in Poster Advertising.

For specialists, he knows his business better than anyone else can know it, and is proportionately efficient.

Money is to be spent efficiently in the person who in an advisory capacity is the first consideration.

The most successful Poster Advertising campaigns have usually been handled by an official solicitor.

*All official solicitors give complete information without charge*

# Advertising Association

Building - - - - - Chicago, Ill.

## OFFICIAL SOLICITORS

STERS PROTECTIVE CO.	101 West 40th St., New York City
O.	People's Gas Bldg., Chicago, Ill.
IN ADVERTISING CO.	Bessemer Bldg., Pittsburgh, Pa.
INC.	1132 Union Trust Bldg., Cincinnati, O.
OSTER SERVICE, INC.	1015 Fullerton Bldg., St. Louis, Mo.
	8th Floor, Tower Bldg., Chicago, Ill.
	5th Avenue Bldg., New York City

## GERMAN POSTER-PASTERS

**T**HIS new and unique form of Advertising is rapidly finding favor among the best advertisers in America. They are  $1\frac{3}{4} \times 2$  inches in size, and are printed in four colors on gummed paper, so that they can readily be attached to an envelope, package or advertising literature.

### COST LESS THAN ONE MILL EACH

These miniature posters are furnished twenty-five on a sheet (five each of five different designs), and are perforated and gummed like postage stamps. Although printed in only four colors (red, yellow, blue and black), the effect is often that of five, six or even more colors.

We can reproduce your large Posters, Street Car Cards, etc., in this form, thus making them doubly effective. One of these pasters on the back of every envelope you send out will prove a very effective and inexpensive means of keeping your product constantly before the eyes of the public. Colored sketches and prices furnished on request. Write today.

### CONE, PARKER & STORFER

German Poster Specialists

730-740 North Franklin Street  
CHICAGO

## How a Retailer Became a National Advertiser

The Story of the Campaign of the Plymouth Fur Co.—After a False Start the Business Grew Rapidly—Experiences That Multiplied as Advertiser Picked His Way Along

By C. M. Bard

Of the Plymouth Fur Co., Minneapolis, Minn.

Address Before Toronto Convention, A. A. C. of A.

THE Plymouth Fur Company is not a mail-order house in the usual sense. We maintain a correspondence department for people who are unable to make their selection by a personal inspection of our stock.

The factor which induced us in 1907 to extend our fur business through a national advertising campaign was our belief that automobiles would greatly stimulate the need and use of furs. Moreover, we knew that very few dealers carried furs which were particularly adapted for automobile purposes. Our first campaign, therefore, was centered on motor furs. In the early days of the automobile, high-grade furs, such as mink-lined coats, beaver coats, etc., were used, but soon it was discovered that fine-grade furs were not practical for ordinary automobile use. The dust settled in the fur, ground into the soft texture and quickly ruined it.

### FLAW IN THE CAMPAIGN

Our first year's campaign, therefore, had a serious flaw. It appealed to a very small body of people who were able to afford automobiles. Moreover, to reach this limited clientele, we had to buy a tremendous amount of waste circulation. As a result we changed our plans the following year and advertised furs in general. Very soon we dropped children's furs and did not particularly feature men's furs, although we still do a considerable business in that branch of the fur business.

Our present plan is now very

definite. We offer only the best grades of women's furs. Our whole campaign is based on the idea that everywhere, in every village and every small town, there is at least one woman, often several, who wish to buy the very best possible grade of furs, or at least better grades than the local dealers carry. These women also wish originality and exclusiveness, usually not obtainable in the stock of a small furrier or in the average department store. In other words, we supplement the grade of merchandise that is carried by the small dealer. Moreover, we make a decided effort to assist these dealers so that they themselves can get the local trade. Recently not a small portion of our business has been done with the local merchants, although we do not have agents in any way.

Naturally the tone of our style book must appeal to the class of women whom we wish to attract as customers. In other words, our advertising matter must radiate exclusiveness, but at the same time must not be so obviously expensive in appearance as to scare away the prospective customers. Often we have invested as much in our style book as we have in the magazine space, and for the reason that price is *not* the corner-stone of our campaign. The ordinary mail-order proposition depends so much on the low-price element that, inasmuch as our grades, and therefore our prices, are higher than those asked for the cheaper grades, it is necessary for us to go into great detail in our advertising matter. We have always felt that our style book must be so rich and elegant in appearance that it conveys to the prospective customer the subtle idea of exclusive richness, just as the elegant severity of the showrooms of most of the French dress-makers distinguish them from the over-elaborate ornamentation of their imitators.

For that reason we have taken care to properly bind our style book, and in selecting a cover we invariably have used a neu-

tral tint, one that would not soil easily. A style book bound in a light shade, however beautiful it may be when it is first received, soon becomes soiled and will be thrown away more quickly than a less elaborately bound book which stands general wear and tear. As a result each season we receive orders for furs which are taken from a style book several years old. This, to our mind, shows that our style books are gotten up in such a manner that they are really more than style books and are kept as a book of reference. In the last two style books we issued we introduced a great mass of general information about furs, making the statements broad and conservative, but at the same time not advertising our own brand exclusively, because we believe that too constant reference to our particular brand tended to weaken rather than strengthen the arguments of our proposition. The customer readily sees that the so-called information that is given in most advertisements is done to boost the particular brand rather than to give assistance to the prospective purchaser. We, therefore, make our style book as impersonal as possible, but have made our letters and follow-up matter decidedly and distinctly personal in tone, as we believe that the personal equation can be injected into letters to better advantage than it ever can be into a style book.

#### ATTEMPT TO STAND OUT FROM THE MASS

We early realized that a style book had many disadvantages. Commercial illustrators, as a body, have no sense of proportion, and in spite of our efforts to get truthful representations of styles, we were forced to show drawings in our style books which were decidedly exaggerated. Then, too, the illustrations were fearfully stereotyped. The average catalogue has a distinct family resemblance, so that if the name was left off at the top of each page it could not be identified with the house which issues it.

To obviate this and to get individuality we tried many plans. We made our style book as much a work of art as we made the product we sell. We were the first advertisers to use shadow figures, showing the details of the furs alone, and in that way making the furs stand out in strong contrast to the figure and background.

After issuing six annual style books, last year we decided to discontinue the style book. We took this step for several reasons. First, because originality in illustrations was impossible unless we indulged in freakish effects or permitted the artist to take uncommercial liberties with our product. Second, the long time required for illustrating, plates and printing prevented us from giving customers the benefit of new styles. Third, the inelasticity of a catalogue in not permitting unsuccessful models being withdrawn from our assortment nor permitting late models being added to the assortment shown in the style book.

#### PHOTOGRAPHS SUPPLANT STYLE BOOK

Therefore, instead of the annual style book, we, last season, issued a series of photographs of actual fur models posed on a dozen different living models. Great care was taken to have the very latest accessories; the gowns were extreme and the hats, especially, were very carefully picked. On receiving an inquiry we would send a portfolio of about 25 photographs of both coats and sets, unless the inquiry definitely stated the kind of fur which was of interest.

In the latter case we sent a complete file of the styles in the fur the customer was considering. The two strong features of the use of photographs instead of a style book were that as a follow-up we could send repeated folios of new photographs of styles as they came from our designing-room, and that there was a tone of exclusiveness to the photographs which could not in any way be obtained in a style book.

Regardless of the intelligence of a customer, her idea of the styles is bounded by the size of the style book. With photographs there is an intangible idea of a limitless assortment, and the photograph plan seems to excite the curiosity of the prospective customer to see a complete file of models. Therefore a larger number of reply letters has been obtained.

On the other hand, however, there are serious drawbacks to the photograph plan. The reproduction of photographs is distinctly expensive, and the photographic process does not show the details of texture, which in furs can be obtained only by brush work in drawings. Whether the photographs have been a success cannot be decided this year because of the rather poor business conditions existing last fall, due to the long-continued warm weather. Our impression is that eventually it is going to be far superior to the style-book idea.

#### CALCULATING PROSPECTIVE INQUIRIES

As to the size of the issue of style book, we have always been able to calculate to a nicety. We have complete statistics of all kinds, and we have found that with judicious advertising the average cost of inquiry drops about 12 per cent each year. Dividing the appropriation by the average cost of last year's inquiries less the 12 per cent lower cost for the following year, we can accurately figure the number of prospective inquiries, and to that figure we add the number needed to use as a follow-up to old inquiries. This number has been calculated to such a nicety that we seldom have over a hundred style books left at the end of the season.

We do not care for a large number of inquiries, such as are brought in by the magazines which boast of enormous circulation, because we have found the quality of such inquiries is decidedly low, and, as we offer only the best and higher grades of furs, we must cull all inquiries

possible by attracting only such prospective customers as want the better and more selected grades of fur. Our advertising matter is far too expensive to be sent promiscuously to people who wish bargain furs. Never under any circumstance do we send advertising matter to general lists. We have tried practically every list from the Social Register type to the tax list, but the percentage of sales is so small as to be out of proportion to the results. We do, however, continue to send each year the new styles to all previous inquiries, and continue all names on our list for at least five years. We find that it distinctly pays to do so.

As to method of stock keeping for mail-order business, this has caused us more or less trouble. At first we made special preparation for mail order by buying styles exclusively for that purpose. Now we adjust our regular retail stock to the calls for the mail order. The old idea that the out-of-town customer wished cheap grades is positively contrary to our experience. We find she wishes better grades, the kind that she cannot get from her local dealer. Therefore we offer the very best styles and most recent novelties to our correspondents. We can see no valid reason why out-of-town people should be offered any other styles than those which are presented to the city customer. Fashion magazines are so widely read that the woman in the village is just as well informed about styles as the woman in the largest city, and, in addition, we find that the judgment of the woman in the smaller town is distinctly more sane than that of the city woman. While she wishes new, modern styles, she invariably discards the absurd extreme so often shown in retail stock—the styles on which the mark-down at the end of the season exhausts the profits on the more staple styles. In the selection of styles we tell our customers that we have too much respect for good fur to be guilty of making it up into an absurd or too extreme model.

To be sure, we offer a few, but a very few, extreme novelties. We do this because we find that they help, to sell the more practical styles. But when these novelties are once sold, we do not replace them. By suggestion it is possible to direct interest in such styles as we know are good and will give the customer better service for her investment. In our correspondence we recommend certain styles because we find that the customers throughout the country like those particular models, and it is those styles which we always aim to keep in stock. The result is that certain numbers can be pushed and the stock kept to a low level. We also find that the same numbers which prove to be most popular with our out-of-town customers are also the ones on which we do our largest business with the local trade.

The stock left at the end of a season is, of course, a very big question. When we offered unlimited variety of novelties we always had a lot of odds and ends left at the end of the season, and invariably they were so high priced that the mark-downs were enormous. In giving prices for novelties we offer them in various grades at correspondingly different prices, but as the season advances we will always give the best grade at the price of the lowest grade in order to clean up our stock. For instance, if we have a decided novelty that cost us \$150 to manufacture in a selected grade, we will price it in our advertising matter as from \$150 to \$275, depending on the grade of the fur and the quality of the finish. If near the end of the season we have one of these models which was made in a better grade and cost \$150 and we have an inquiry from a customer for the \$150 or \$175 grade, we will give her the model, although we made no profit. We figure that it is advisable to dispose of these models regardless of the price we obtain. In staple styles we find that it is unnecessary to offer reduced prices. In fact, about the only one thing we know definitely about our business is that it distinctly and de-

cidedly does not pay to offer reduced prices by mail.

We have tried reduced prices repeatedly. Our clientele is plainly and evidently not interested in bargains because our explanations and arguments in our advertising matter and follow-up have shown it the desirability of paying full prices in order to get good grades and quality. City trade responds much better to reduced prices because they have been educated to acquire the bargain habit.

The result is what we cannot sell by mail we offer at our local reduced-price sales. We find that because we do a large out-of-town business we get more local prestige, and then when we state at the end of the season that we are about to dispose of all surplus bought for our national business, the response is larger on account of the fact that we do a national, rather than a purely local, business.

### Implement Companies Turn Down Fairs

Following the decision of the International Harvester Company not to exhibit at fairs this year, recently mentioned in *PRINTERS' INK*, a considerable number of other manufacturers in the farm-implement field have decided not to participate in exhibitions except those in the trade.

Among the concerns which have decided the matter in this way, according to a compilation of *Farm Implement News*, are the Acme Harvesting Machine Company, Peoria, Ill.; Baker Manufacturing Company, Evansville, Wis.; R. Herschel Manufacturing Company, Peoria, Ill.; Roderick Lean Manufacturing Company, Mansfield, O.; Kingman Plow Company, Peoria, Ill.; Moline Plow Company, Moline, Ill.; Sandy McManus, Inc., Waterloo, Ia.; Minneapolis Threshing Machine Company, Hopkins, Minn.; Owensboro Wagon Company, Kentucky; Buggy Company, Owensboro, Ky.; Russell & Co., Massillon, O.; Tiger Drill Manufacturing Company, Beaver Dam, Wis.; Vulcan Plow Company, Evansville, Ind., and Winona Wagon Company, Winona, Mich. The decision of farm-implement concerns not to advertise by means of fair exhibits is due, it is stated, to unfair treatment by the managements of state and county fairs.

### Graff Joins Coast Agency

Fred S. Graff, for three years advertising manager of the *Kansas City Post*, and more recently advertising manager of Kahn Brothers Department Store of Oakland, California, has joined Blum's Agency, San Francisco.

## ***Investigate First— Safety Follows***

The successful advertising man investigates every phase of a sales plan—the possible market, the territory, the media—before launching a campaign. He knows that guesswork in anything is dangerous, but that knowledge based on actual facts makes for safety always.

The more you investigate Ohio the better we like it, because this state, more than any other we know about, offers a splendid field for the development of new trade and the concentration of effort in working out an advertising plan. There is both wealth and co-operative progress among the farmers of Ohio. There are 272,045 of them, with a total population actually on farms of 1,649,948. There are 194,857 farm owners, of which over 71% or 135,616 are absolutely free from mortgage. No other agricultural state in the union approaches this remarkable record.

There are 2,930 towns and cities in the state, with 37 having more than 10,000 population. There are 2,530 R. F. D. routes, serving a population of 965,900. This large number of towns and the increasing development of traction facilities, along with the development of the R. F. D. system, makes sales work most effective in Ohio.

There are, perhaps, many other questions that come to your mind from time to time relative to Ohio. Do you want to know what kind of a sales plan will best fit into the distribution of your product in this state? No matter what you want to know about Ohio, ask us. If we don't know it ourselves we will investigate and help you to find out.

For more than 60 years THE OHIO FARMER has been the friend and adviser of the farmers in this state, and the confidence of its readers is a surety of profitable results to those who use its advertising columns. The actual paid-in-advance circulation of THE OHIO FARMER is over 125,000, of which more than 97,000 is in Ohio. The balance is in the contiguous territory. There is no other weekly farm publication that has one-half as much paid-in-advance circulation in Ohio as has THE OHIO FARMER.

NATURALLY THE OHIO FARMER IS SUPREME IN OHIO.

## **THE OHIO FARMER**

### **CLEVELAND**

**Member Standard Farm Paper Association**

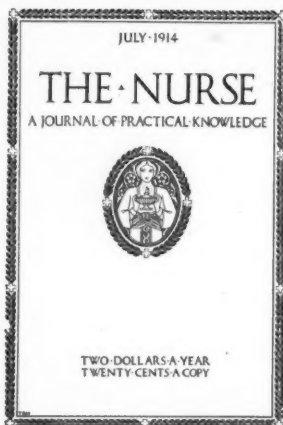
The Ohio Farmer can be used with either or both The Michigan Farmer of Detroit and Pennsylvania Farmer of Philadelphia, at a special combination rate. Write to the nearest office or either representative for detail information.

**GEORGE W. HERBERT, Inc.**  
Western Representatives  
600 Advertising Bldg.  
Chicago



**WALLACE C. RICHARDSON, Inc.**  
Eastern Representatives  
41 Park Row  
New York

# A New Magazine of Nursing



THE NURSE is the only magazine in its special field. It is an exponent of scientific nursing methods and not an organ. It gives its nurse readers technical instruction in the best methods of trained nursing; it teaches them, through its Bedside Stories, how to solve the problems of private nursing. THE NURSE is a magazine for all nurses—it constitutes a monthly postgraduate course of instruction such as has never before been available to those who care for the sick.

The members of The Nurse Publishing Company have had more than ten years' experience in publication work for nurses. During this time they have been building a constituency for the magazine and THE NURSE is therefore able to guarantee a circulation in excess of 10,000 with a refund on pro rata basis.

## OUR GUARANTEE

The publishers of THE NURSE absolutely guarantee the reliability of every advertisement appearing in its columns.

If a reader sustains financial loss through a transaction with an advertiser the money paid will be promptly refunded.

This guarantee is an ironclad bond of confidence between THE NURSE, its readers, and its advertisers.

Standard magazine size, uniform half-tone paper throughout text and advertising pages.

*Forms for August close July 5. For rates address*

**THE NURSE PUBLISHING COMPANY, JAMESTOWN, N. Y.**

## The Advertiser and the Advertising Agent

A Mental Picture of the Advertiser Going into the Agent's Office and of the Reception Sometimes Accorded Him—Some Things that "Set" Well and Some that Don't

By George W. Hopkins

Vice-President and General Sales and Advertising Manager of the Loose-Wiles Biscuit Company, Boston and Kansas City

Address Delivered at Toronto Convention, A. A. C. of A.

THE advertiser is like the athlete who has won his first race: he has had a taste of success, feels the power that is within him and the desire for further development.

He does not want simply leg or arm or chest development, but all-around, scientific training.

The advertiser wants all-around development. He looks for the agency that can accomplish this result. Hearing of one, or possibly solicited by an agency, he visits the agent in his office. Buttons meets him at the door, takes his card, passes it through a secretary—then, to the great mogul. After a long enough wait to duly impress you with his importance, you are invited to enter the sanctum sanctorum. You find the most magnificently furnished office, beautiful rugs, electrolia, mahogany and the finest of the fine.

Suppose the man calling is only a business man in active life—what is the impression? Does it impress him with confidence? Is this the setting of a business athletic trainer? I think not. How much better if the setting had been nearer the setting of a successful business executive. The frills off—nice, but not obtrusively nice. First impressions count for much and it would seem to me that in a business where you cannot absolutely deliver anything tangible, impressions should count for very much.

The advertiser comes for advice. He is gun-shy and critical.

He doesn't want a dinner engagement, followed by a theater party thrown at him the first half hour. Those can follow later, in their right plan—part of the time from the agent and part of the time at the invitation of the advertiser, the same as any other business. Let him talk and tell his story before presuming to advise. He knows his business better than you and likes to talk about it. He likes to feel he has the brains of an organization behind the advice you give him—ideas for his benefit coming from many brains—interest on the part of the agent sufficient so that he and his working force will visit the advertiser, not once, but many times. Study the peculiarities of the business, its people, the trade conditions. Travel and visit the merchants handling the product. Talk with them and get their view-point on the product and the advertising.

### CHARACTER OF DESIRABLE ADVICE

Let the advice be advance thought, based, if you please, on precedent to a limited extent, but nicely adjusted to the needs of the advertiser. Give quick action at times. You may say these things must be thought out. True, but many good agents are able to think good thoughts on their feet. One piece of copy may hit you exactly, but the advertiser likes a choice, even though he may eventually pick the one you like.

An agent should be big enough to recommend magazines, newspapers, billboards, street cars or novelties to fit the emergency as it arises—in other words, develop the advertiser into an all-around business athlete. No one plan will work in all sections with the same strength with all advertisers.

Co-operation with the advertiser will win him faster than anything else. If, without stretching your conscience too much, you should once recommend that the advertiser cut down his appropriation a little, you would make a great hit (if the advertiser survived the shock).

There is one man, if he is a good one, that can make or break your best plans. He is the adver-

tising manager of the advertiser—a much-abused individual in a fascinating job. Advertising managers are improving; they are learning their business and cutting out the “blue-sky” talk and psychology of human appeal. If you would take the trouble to send to such a man a magazine solicitor, or a number of them, who know their business and have a real story to tell, you would help him in his study. Some agents try to keep solicitors from ever talking with the advertising manager. Why? It is up to you to help in the education of this advertising manager, for he is your one best bet. He defends your plans and brings some of them down to earth, so that they pass Mr. Advertiser. After that, he is the one that, hour by hour, day by day and week by week, must explain and explain and then explain some more to the salesmen, to the office, to the factory and to the office boy why the advertiser is throwing away so much money (as they delicately put it). He is the man that many times must go out with the salesman to sell him and his trade this advertising—carry on the follow-up, for advertising without intelligent follow-up never struck twelve. He is your source of information—keep it open. He has ideas and good ones. Give him credit for one once in a while and not take all the credit to yourself. His ideas may be crude at times, but can be developed. His ideas are pretty apt to be workable, particularly if he is as close to the selling end of Mr. Advertiser's business as he should be at all times.

I have seen agents that posed as the Moses of many a business. It may be they were, but I don't believe that it sets well with Mr. Advertiser. His life's work is represented in his business; his heart's blood has been worked into the foundation. He first had to build this foundation to make quality goods and get together cash enough to afford you. Reverse conditions and see how you would feel to have an agent say, “I built that business.” All the time you are planning the copy he

is making the quality goods, for that is the only kind you can afford to advertise; hiring his salesmen, planning their work, getting distribution and the hundred and one things that spell success. Get a little of the “we” spirit into your talk and actions. Mr. Advertiser likes it; it's good policy and it's good business.

Keep the confidence your advertiser reposes in you. Keep it as sacred as a doctor or lawyer keeps the confidence of his patients and clients. So many things leak out in a boastful talk or paper that lose you the entire belief of your advertiser. He must tell you much that few know. He must strip off all the bluff and you must keep his confidence.

Like all the rest of human nature, Mr. Advertiser is susceptible to attention—clippings about something connected with the advertiser's business that don't cost anything; some plan, product or idea passed along for the good of the order and not for cash.

Why try to guarantee results? The advertiser never gets over ten per cent value from his coal, yet some advertising agents guarantee 90 per cent value from their advertising. The advertiser wants to be guaranteed one hundred cents effort for every dollar he invests and right down-to-earth honest work. He would rather think of advertising as a business than a profession—you, as a part of his selling force than on his board of directors; a man who thinks more of the result of his effort than how many strokes it took to make an 18-hole golf course; a co-worker, not merely an adviser; a man who loves his business and acts accordingly. Such a man will thoroughly develop the advertiser into an all-around successful business athlete, because *advertising pays*.

#### Stote with English Trade Investigator

Amos Stote, a writer on trade topics for *Collier's*, *Harper's Weekly* and other publications, has become associated with George Henry Scragg, of London, who recently opened an office in New York and is investigating American business conditions for foreign manufacturers.

## A. A. C. A. Educational Work Growing

Two New Advertising Books, by John Lee Mahin and Harry Tipper, to Be Published by Committee—Committee Recommends Traveling Secretary for Small Town Work

**F**OUR years of the educational work of the Associated Advertising Clubs was reviewed in its report of the Educational Committee presented to the Toronto Convention June 24th, by Herbert S. Houston, chairman. Mr. Houston prefaced his report by the statement that after four pioneering years he had come to the place where he felt that the clubs must permit him to lay down the heavy load he had tried to bear as best he could.

Mr. Houston, in opening, pointed out the great constructive change that had come over the advertising club movement and claimed for the Educational Committee the credit of having been one of the largest factors in it.

Mr. Houston referred briefly to the work of the sub-committees, to be covered by the reports of their chairmen: the lecture work, Mr. Pratt; and the booking manager, Harvey Wood; the Study Courses, Prof. Cherington; the Sub-Committee on Schools and Colleges, which had accomplished one of the most important of the definite things the Educational Committee can point to in bringing about the four years' course in advertising given at New York University, largely through Mr. Tipper; the Sub-Committee on Club Libraries, Mr. Renfrew. He dwelt especially on the small town club work and the work of the Sub-Committee on Educating the Public, saying in part:

"The Educational Committee has believed, and still believes, that one of the most important undertakings to which it can set its hand is that of developing a type of small town work that will give vitality to small clubs by making better retail merchants.

"Thus far we have been unable to do little more than make what might be termed laboratory experiments. However, as Mr. McDonald's report will show, the two experiments, one at Kalamazoo and the other at Nevada, Iowa, have been definite successes. Now that we have our tested formula, what we imperatively need is a strong educational secretary who can go among the small town clubs and organize them and stay with each club long enough to get the small town club work well under way."

Mr. Houston referred appreciatively to the support promised the small town work by the National Editorial Association through John Clyde Oswald, the president, by the country weeklies and of small city dailies, as Mr. Benjamin, a country weekly publisher, is already doing in Nevada; that given by the American Press Association through Mr. Theis. "If we go far with it, we can fundamentally improve retail conditions, through making better merchants," he said.

He described the "latest of our activities, that represented by the Committee on Educating the Public, under the enthusiastic leadership of Mr. Newmyer." A beginning had been made.

"We had the pleasure of hearing last night at the Educational Conference," said Mr. Houston, "the lecture that has been prepared by that orator par excellence of the advertising club movement, James Schermerhorn, of Detroit, on 'Advertising—the Light that Serves and Saves.' We are undertaking to have this lecture illustrated both with moving picture films and with stereopticon slides, so that a club may adopt either form of illustration desired.

"I am sure all that heard this lecture will agree that it is admirably adapted to inform and convince the public as to the great service which advertising renders. Surely no more dramatic demonstration of what we owe to advertising has ever been made than

Mr. Schermerhorn makes in his description of an 'adless town.'

"This graphic portrayal of what advertising has done for every man and woman in the modern civilized world will go far toward educating the public, and I urge upon the clubs that every one of them arrange to subscribe for this lecture and present it wherever a proper hearing can be secured."

The committee's undertaking to make a definite contribution to the literature of advertising through the publication of books was then described. The first book was by Prof. Cherington, "Advertising as a Business Force."

#### CHERINGTON'S BOOK NOW INTERNATIONAL

"This book, which the committee independently financed, has secured a sale up to to-day of 6,309 copies, a larger edition, it is believed, than has ever been sold of an advertising book before in the same period. These sales have enabled the committee to repay the cost of making the book, to pay for the plates which are now owned by the clubs, just as the copyright is owned by the clubs, and to show a total profit thus far of \$2,036.19. An edition has been brought out in England; within a few weeks an arrangement has been made to bring out an edition in Spain; an edition of 700 copies has been sent to Australia; and right now arrangements are pending for the translation and publication of an edition in Germany."

The committee proposes to go forward and publish one or two books each year that shall become the property of the clubs "and that shall in time constitute, we hope and believe, the great authoritative library of business and of advertising."

Two important books are announced for publication this fall. "While the first book was written by Prof. Cherington, a member of the Pilgrim Publicity Association; the second book is by John Lee Mahin, a member of the Chicago club, and the third

is by Harry Tipper, a member and the present president of the Advertising Men's League in New York. Mr. Mahin's book bears the title 'Advertising—the Selling to the Group.' Mr. Tipper's book is complementary to Mr. Mahin's book. It bears the modern challenge of 'The New Business' for its title. These books, it is believed, will be worthy companions of Cherington's book."

The clubs were urged to strong collective endeavor to make a market for them, just as they helped to make a market for Cherington's book. These two books are to be published in uniform style and size with the Cherington book, bearing, of course, the imprint and copyright of the Associated Advertising Clubs of America, and the retail price of each book is to be \$2, the same as that of the Cherington book. If ordered now, during convention week the two books might be had together for \$3, postage prepaid to any address in the United States or Canada. "This is absolutely a moneyback offer." No money need be sent with the orders. On publication the price of the books will be \$2 each, or \$4 for both of them.

In closing, Mr. Houston proposed a change in the make-up of the committee.

"That the Educational Committee be composed of one man from each club chosen by the club, who shall in turn be the chairman of the educational committee of his own club."

This will make possible a definite point of contact between the National Committee and each club.

By this plan the committee would know at first hand just what the educational needs of each club are.

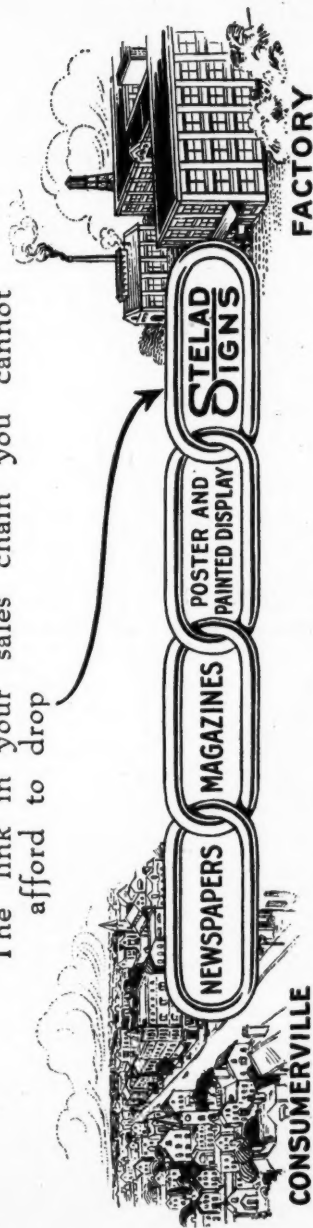
"Then I would further recommend that the future committee, thus constituted, be divided into a large city group, in an intermediate city group and in a small town group.

"But I would make the work suggestive rather than mandatory.

"And I would further recom-

**STELAD SIGNS** Have Tremendous Sales Power

The link in your sales chain you cannot afford to drop



**STELAD SIGNS** fairly sparkling with quality get preferred position in your dealers' stores. They deliver the message when the buyers' purse strings are loosened, and clinch the sale.

Our efficient representatives are at your service.

**Passaic Metal Ware Company, Passaic, N. J.**

Sales Offices:

New York

Chicago

St. Louis

Boston

**STELAD SIGNS** Should carry *your* sales message.

mend that a chairman and an executive educational committee of eleven members be appointed by the president of the Associated Advertising Clubs of America that should have general direction and control of this democratic educational organization."

As chairman of the Educational Sub-Committee on Educating the Public, Arthur G. Newmyer, of the New Orleans *Item*, reported that the sub-committee held its first meeting in October in Chicago.

"It was concluded," said Mr. Newmyer, "to make a survey of the attitude of both the public and the publisher toward advertising, and to devise ways and means to demonstrate through printed announcements and an illustrated lecture 'How Advertising Serves the Public.'"

"More than a hundred leaders in public, religious, educational, scientific, corporate, wholesale, retail and social work, were urged through a series of letters to write for a prospective audience of 40,000,000 people (we had hopes of co-operation from media reaching at least this number). Favorable replies were few.

"One hundred different articles were then prepared and sent to this list with the request that they be revised and signed. Few were returned.

"Finally, publishers who logically should exercise most influence with the leaders, were furnished copies of these articles and urged to co-operate with the associated clubs towards having them endorsed. Four publishers acknowledged their receipt and but one signature was obtained."

John K. Allen assumed responsibility for the preparation of the illustrated lecture. Herbert Casson assisted.

General Chairman Houston lent a hand and James Schermerhorn, of the *Detroit Times*, promised to make the first presentation of the lecture at Toronto.

"The lecture is to be sold outright to the clubs—we want it given before chambers of commerce, women's organizations, church societies and the like.

Mr. Newmyer said the sub-committee had had scant recognition from publishers and asked:

"Isn't it time we were educating the *publisher* as well as the public?"

### Thinks Definition Should Enumerate

WALLACE C. RICHARDSON, INC.  
New York, June 20, 1914.

Editor of PRINTERS' INK:

Permit me to add my definition of advertising to the long list of those you have already published.

"Advertising is the acquisition of attention by means of the printed page in any publication, bill board, electric sign, or poster, for which money is or should be paid—by circular, circular letter, novelties, or demonstration for the purpose either of making an announcement of news, or other matter, or molding opinion, or both, either with or without a view to financial gain."

I have shown this definition to several people, and have been criticised on the ground, that it was impossible to enumerate all the forms of advertising in one definition. In each case the critic has given some definition such as "Advertising is publicity" or, "Advertising is a force," both of which are so sweeping and so indefinite, that they do not define.

It seems to me that a definition should be such as would make the subject it treats of fairly clear to the average man.

Advertising to be sure is publicity, but all publicity is not advertising. And to define advertising as a force, is no clearer than defining a horse as an animal.

WILLARD R. DOWNING.

### New Trade Publication

J. Roe Purchase, for fifteen years with Dowst Bros. & Co., of Chicago, publishers of the *National Laundry Journal* and the *National Cleaner & Dyer*, has made an independent venture into the trade publishing field with the *Cleaning & Dyeing World*, which will be issued from Chicago.

### New Advertising Manager of Wire Wheel Company

The Geo. W. Houk Company, of Buffalo, N. Y., has appointed H. M. Kiesewetter, formerly of the Michelin Tire Company, advertising manager. He will also manage the New York branch of the business.

### Change in a Clothing Account

Strouse & Brothers, Baltimore, Md., makers of High-Art Clothing, have placed their account in the hands of E. J. Goulston Agency, Boston, Mass. Advertising for High-Art Clothing was formerly placed direct.

## Baking Powder Controversy Should Be Kept Out of Advertising

GOOD HOUSEKEEPING MAGAZINE  
NEW YORK, JUNE 9, 1911.

Editor of PRINTERS' INK:

The editorial in this week's issue of PRINTERS' INK on "The Remsen Board on the Baking Powder Controversy" is so strikingly good that I must go on record regarding it. It has been my sad lot to be compelled to read reams of statements, pro and con, on this baking powder question during the last few weeks. Your sane, clear summing up of the situation comes as very Balm of Gilead to a harassed mind.

As I took occasion to tell a publisher who asked my advice yesterday, PRINTERS' INK is the *sine qua non* of its field, and I have had magnificent service from it. But nothing has ever helped me more than this clear, sane editorial.

RICHARD H. WALDO.

## Working for Fewer Styles

The National Shoe Retailers' Association has started a movement in favor of fewer styles. The object is to make it easier for the dealers to keep stocked up, and to assist in concentrating demand on a few well-defined styles, instead of a great many which have little individuality.

Local associations all over the country are being interested in the plan, and if it works out as expected, members of these associations will confine their purchase to styles which have been approved as standard for the forthcoming season.

While many sales are now made on the strength of novelty in design, the movement would really assist the manufacturers and jobbers, many of whom, it is said, are at sea with respect to style tendencies.

## Laws Increase Cost, He Says

Fred C. Mason, vice-president and general manager of the Shredded Wheat Company, spoke before the American Specialty Manufacturers' Association in Chicago on June 15. He said that too much legislation was causing an increase in the cost of manufacturing food products. His contention was that too many laws and regulations have been enacted to regulate the production of food products. He said that there was danger in too much Government supervision and regulation. He urged the manufacturers to so improve their manufacturing methods that the public will not demand Government regulation.

Guy Brown, formerly managing editor of the Pontiac, Mich., *Press-Gazette*, has joined the Campbell-Ewald Advertising Company, Detroit.

Families  
that have  
  
THE  
YOUTH'S  
COMPANION  
at \$2 a year  
are able to  
have the best  
in other  
things also.



THE YOUTH'S COMPANION  
Boston, Mass.

New York Office Chicago Office  
910 Flatiron Building 122 So. Michigan Blvd.

## *A Tribute*

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The Cleveland News  
congratulates the  
Associated Adver-  
tising Clubs and its  
officers on the splen-  
did development of  
the Association.

## *A Prophecy*

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The Associated Advertising Clubs will in the future be the most powerful association for good in the world.

Its members are a vital factor in commerce, civic improvement and every movement that means progress and benefits humanity.

Cleveland Leader

# S. O. S.

MERLE SIDENER

GUERNSEY VAN RIPER  
PUBLICITY COUNSEL

Indianapolis, Ind.

June 11, 1914

Editor of PRINTERS' INK:

Please enter our order for bound volumes of PRINTERS' INK—beginning with the quarter ending September 30th. Then please send us these bound quarterly volumes as fast as they are issued and bill them to us.

We have been trying to keep the current numbers in binders which we have bought from you for the purpose, but the fact of the business is that PRINTERS' INK is so popular around the office that everybody insists on carrying it off and we have to fight to keep our series complete.

We index PRINTERS' INK very carefully every week, and we find now that we have a veritable library of advertising and selling information in our index. For that reason of course we cannot afford to be without a complete set of all the numbers.

We are enclosing 6 cents in stamps for which please send us another copy of the June 4th issue. Somebody got away with that one completely.

Very truly yours

MERLE SIDENER

This call for help has been only partially successful. No 1913 bound volumes are left, and 1914 sets are going fast. PRINTERS' INK suggests that advertisers struggling to keep complete files order their volumes *now!*

*\$8.00 the set—4 books postpaid*

PRINTERS' INK PUBLISHING COMPANY  
12 West 31st Street - - - - - New York

## Getting Most Out of the Plate

How to Prevent Injury to Half-tones and "Zincs"—The Remedy of Scratches and Other Damages—What Is the Life of a Plate?—Half-tones Should Yield Up to 250,000 Impressions

By Fred W. Gage

Of the Gage Printing Company, Battle Creek, Mich.

Address Before Toronto Convention, A. A. C. of A.

**W**HEN the photo-engraver delivers the finished plate to the customer it represents all the efforts of photographer, artist and artisan which have gone before.

If back of all these a master mind has wisely planned just what sort of a plate is required to secure a definite logical effect—if each man who has had to do with the actual work of making the plate has wrought well and with pains—then is there little opportunity for dissatisfaction or regret.

But it is, nevertheless, true that many a well-planned and carefully made plate has fallen far short of its possible effectiveness by being put into the hands of an inconsiderate printer who failed to give it proper treatment as to paper, ink or correct make-ready on the press.

Fortunate, indeed, then, is the photo-engraver whose plates are printed with the same degree of skill as was necessary in their manufacture.

If the engraving is planned to be a pattern plate only (to be electrotyped), it is best left unmounted, with a "channel" cut around the printing portion, and blank metal left on. If wood mounted, the molder cannot be certain of an unyielding impression in taking his wax mold, and of course if the plate be a half-tone and molded in lead, no wood base could possibly withstand the enormous pressure necessary.

Both half-tones (on copper or zinc) and line-etchings are susceptible to various injuries—me-

chanical bruising of fine dots and lines—battering of surface—and chemical action of various sorts, particularly the slow oxidizing effect of the atmosphere.

Having these points in mind, a very good method of handling unmounted pattern plates is to keep each in a separate, strong manila envelope, with a proof of the plate itself pasted on one side of the envelope, together with such reference information as needed.

If the plate is to be filed or stored for some time, protect its face by covering it with a paraffin solution, so that air or fumes cannot injure it.

Blocked patterns (or any plate mounted on a wood base) must have even greater care, so as to prevent warping in so far as is possible. The wood block is covered on one of its faces by the plate, and the other face is subject to varying atmospheric conditions, so that it will have a great tendency to warp or shrink.

Blocked plates can be kept in best condition by being stored on edge in a dry room, but this plan is not always feasible.

If piled flat, on shelves or in boxes, great care must be taken to see that no grit or dirt of any sort comes in contact with the face of the plate. A sheet of clean pulpboard or cardboard should completely cover the face of each plate so piled or boxed.

It is well to remember that an injury may be done a plate in one second which it will require an hour to repair, and possibly ruin the plate completely.

A half-tone plate of the screen most commonly used in finely illustrated publications—150 line—has in the sky or other light portions 22,500 fine dots to the square inch. Each of these points is in reality a sharp, copper needle, and as such is easily ruined by even the careless rake of a thumb nail.

Line plates (zinc etchings) and half-tones etched on zinc are frequently ruined beyond redemption by the action of the air, which rapidly oxidizes zinc. It is a relatively simple matter to pro-

tect such plates by almost any oily or waxy coating that will exclude the air.

#### MECHANICAL INJURIES

Occasionally—in spite of all the care that may be taken—and usually in a very “mysterious” manner, plates are sadly injured.

Long, deep scratches in half-tones are perhaps the most commonly encountered, and sometimes they are so serious as to require remaking of the plate. Very often, however, a skilled finisher can “raise” the metal in such a scratch, and by careful tooling almost entirely remove the blemish.

In other instances a damaged plate may be made serviceable by the manipulations of the electrotypier. But it is always advisable to entrust work of this character to men of skill and experience only—remembering also the “ounce of prevention.”

That the finished plate should best serve the purpose for which it was made, it must possess certain printing qualities—such as clearness, depth and long life under use.

This again brings up the point that intelligent planning dictates just the kind of plate to be furnished, for we have all of us seen fine-screen half-tones rottenly printed on antique-finished papers, line engravings with “shoulders” showing where they should not and open places “blacking,” and coarse-screen half-tones used on enameled papers where finer plates would be much more suitable.

These conditions are rarely the fault of the photo-engraver, but often result from his being kept in ignorance of the probable use his plates were to be put to.

Along the line of “Safety First” it would be well for the patron of the photo-engraver to take the latter into his confidence, that intelligent co-operation might insure the right plate for the service intended.

With proper care, and barring accidents, plates used merely as electrotyping patterns ought to last indefinitely.

But such plates as are put on

the press for runs of varying lengths and under widely varying conditions, may have long life or short life, as circumstances admit.

Unquestionably many plates are ruined through lack of care in printing—the most prolific cause of trouble being a lack of exact unison in the travel of the printing surface and the printing cylinder. At other times trouble is met because of a warped or “rocking” block—through too much pressure on the whole plate or on portions of it—and through careless cleaning.

While no definite statements are allowable because of these variable factors, it is safe to say that with correct handling under normal conditions a well-made half-tone should yield from 100,000 to 250,000 impressions without showing perceptible wear, and a zinc etching from 250,000 to 500,000 impressions.

From these figures, and because relatively few runs equal the above quantities, it might be thought that little necessity for electrotyping exists. As a matter of fact, however, rather more plates come to grief through accidental causes than legitimate wear.

#### DUPLICATION OF PLATES

It will, therefore, be readily seen that any plates costing any considerable sum of money had best be duplicated—holding the original as a pattern.

Of course, in many instances such duplication is desired in order to use many plates of a kind simultaneously, and this is usually accomplished by the electrotyping process.

One of the greatest possibilities in connection with the finished plate is the ease and relatively low cost of making duplicates. In this way even costly and attractive three- and four-color advertising plates may be duplicated for simultaneous use in widely separated cities.

Whether molded in lead (for preservation of “register”) or in wax, the “nickeltype” or nickel-steel-faced electrotype furnishes



## EXTRAORDINARY ATTRACTIVENESS

is necessary in a successful Window Display. The above production of Edwards & Deutsch Lithographing Co., now being shown in the windows all over the country, has attracted widespread attention and has proved an efficient sales producer for Cyclone Sanitary Fences.

## Litho-Cutouts

to be effective must attract attention, create a favorable impression and produce sales. To meet these requirements, Edwards & Deutsch Lithographing Company incorporate into their productions novelty in design and construction, beauty of color and reproduction and a pictorial sales argument.

*This combination always produces satisfactory results.*

If you are interested and want ideas, write

**EDWARDS & DEUTSCH  
LITHOGRAPHING CO.**

**2320-2332 Wabash Avenue**

**CHICAGO**

This  
Booklet is Our  
Business Card



*A copy for  
the asking*

It tells what customers have to say about the excellent service of the Charles Francis Press and proves our ability to give printing satisfaction.

## The Charles Francis Press

is fully equipped to print

Catalogues, Booklets,  
Folders, Leaflets, Etc.

—any size—any quantity—in the best possible manner—in the shortest time practical and at a right price for intelligent work.

Our plant is one of the largest in New York. It occupies two buildings, approximating 50,000 square feet of floor space, has upward of \$400,000 worth of the latest machinery and employs more than 275 skilled hands.

Whatever you want we can do—and now that the printing season for Fall has opened, we suggest that you have us figure on your forthcoming publication.

**CHARLES FRANCIS  
PRESS**

30-32 W. THIRTEENTH ST.  
NEW YORK



a duplicate of remarkable qualities, while for the duplication of ordinary line engravings and coarse-screen half-tones the regular copper-faced electrotype is sufficient. The cheap, light and inexpensive papier-mâché matrix—or "mat," as it is more commonly termed—is also largely used in duplicating newspaper line engravings.

#### MONEY IN THE FINISHED PLATE

Not only is there a very considerable investment necessary in producing the finished plate, but oftentimes it is necessary to spend a great deal more than the cost of the plate before returns are received.

As an extreme instance take an advertising plate for insertion in such a publication as the *Ladies' Home Journal*. Here space is so valuable that the most extravagant outlay in producing a plate of the very highest quality is but a mere bagatelle in comparison with the cost of the space.

How ridiculous, then, the attitude of so many advertisers who pinch their engravers for a few dollars on the first cost of their plates, with a consequent loss in quality, apparently little realizing that a good plate is just as essential to the success of their advertising efforts as is the powder in the 14-inch guns of our Navy.

Thus, it will be seen, the finished plate, while the goal toward which photographer, artist and engraver must strive, is in reality the beginning of the total result. Its possibilities, under intelligent direction, are practically limitless.

#### Merchandising Work in the Argentine

Luis F. Muniz, special representative of *Fray Mocho*, an illustrated weekly magazine published at Buenos Aires, the Argentine Republic, is in the United States and is planning to give addresses this summer before associations of manufacturers, chambers of commerce and advertising clubs. He will discuss the special problems of distribution in the Argentine, especially the need of close merchandising work among merchants.

Beginning August 1, the account of the Lozier automobile advertising will be handled by the Campbell-Ewald Company, of Detroit.

#### What Is an Advertising Counselor?

Defined as the "New Ad Man" Who Will Increase Efficiency of Advertising—A List of Twenty-five Qualifications—Only Those of Experience Can Qualify for Efficient Service

By William C. Freeman

Of the New York *Globe*

Address Before Toronto Convention,  
A. A. C. of A.

**T**HE advertising counselor possesses the following qualifications:

1. He likes advertising and believes in it.

2. He stands absolutely for truthful advertising.

3. He is able to determine between that which is chaff and that which is wheat; the reliable and the unreliable; the objectionable and the desirable.

4. He is broad-minded and recognizes merit in others.

5. He knows the value of all publications in his field, their circulations, and their rates for advertising.

6. He knows how to sell advertising himself and never asks an associate to do anything that he is not willing to do himself.

7. He is well informed as to why advertisers in his territory follow certain customs and adopt certain policies—why they succeed in great measure, or fail proportionately.

8. He has an accurate grasp of the business possibilities in his field and knows why advertisers can employ his publication to good advantage.

9. He is able to advise his associates how to develop different lines of business and why these lines should advertise not only in his publication but in others as well.

10. He reads advertisements carefully and critically—not the latter just to find fault, but in order to analyze them, so that he will be able to advise intelligently as to successes or failures.

11. He knows advertisers and keeps in personal touch with

them; he studies their business and is able to answer their questions intelligently. He has their confidence and they welcome suggestions from him.

12. He consults frequently with his associates; he receives suggestions from them and gives suggestions in return. He has confidence in them and they in him.

13. He is willing to call on customers of his associates and is able, oftentimes, to assist them in closing contracts, and then is big enough to give them credit for doing the work.

14. He keeps in touch with the editorial and news departments of his publication; with the composing-room forces, the circulation department, and the mechanical departments, because all departments of a publication have a bearing on the successful development of the business.

15. He works in harmony with all the forces in his organization and seeks information from everybody as to the value of this or that form of advertising—which kind most appeals to them.

16. He studies public opinion as to which is good and which is not good advertising. This enables him to suggest to his associates and to his clients the kind of advertising that will best bring results.

17. He encourages his associates to write advertisements and submit them to prospective advertisers, and himself writes advertisements. Much new business is developed in this manner.

18. He knows that courtesy to all is important and enforces it. He sees to it that information is furnished willingly and pleasantly by everybody connected with his department. He exacts courtesy from agents and advertisers for his associates and himself. He resents any reflections upon his publication or upon any of his associates.

19. He knows his publication thoroughly and is able to impart his knowledge of it to his associates. He gives them facts about its circulation, the value of its features; he emphasizes its policy

—he makes those who are members of his official family proud of their publication.

20. He insists that his associates shall be able to sell the publication to themselves before they try to sell it to advertisers.

21. He works harder than anybody else in his department—he inspires those around him by his work—he is able to outline advertising campaigns—he gives his associates equal power with himself to close contracts.

22. He insists that the rate card shall be an open book and that there is a complete understanding by everybody in regard to positions and conditions surrounding all contracts.

23. He insists that each salesman shall be his own master and must feel that he is backed up to the limit by his publication.

24. He co-operates with advertisers—helps them in every way he can, and sees that all of the people connected with the advertising department do the same.

25. He is a natural builder of business and is able to show others how to build.

The advertising counselor cannot qualify under these 25 classifications until he has had a varied experience—until he has made mistakes and learned how to avoid them, for a man who has never made a mistake cannot properly advise others what not to do, which is more important than advising them what to do.

Don't you think that a man devoting himself to the cause of advertising with the care as outlined is able to increase the efficiency of advertising in his publication?

### Nichols Leaves Leslie-Judge Company

Chas. B. Nichols, for many years identified with the advertising department of the Leslie-Judge Company in various executive capacities, has resigned. Mr. Nichols has not announced his new plans.

*The Practical Farmer*, of Philadelphia, has associated itself with the group known as "The Foremost Farm Papers" and will hereafter be represented in Chicago by J. C. Billingslea, and in New York by A. H. Billingslea.

## The Reasons Behind Type Faces

Types Made Exclusively for Advertising Purposes Only Since 1820—How the Growth of Advertising Has Influenced Type Design—Literature on Type Design Meager

By Henry Lewis Bullen

Manager Efficiency Dept., American Type Founders Company

Portion of Address Before Toronto Convention, A. A. C. of A.

PRIOR to 1820 there were book types (also used for newspapers), text letters (sometimes called Old English), and script letters, the latter being the only types made exclusively for commercial and social purposes. For more than three centuries the most extensive type foundries made not more than half a dozen type designs.

The first types made exclusively for advertising purposes appeared in 1820—the superior design named Antique. Various shaded and awfully ugly ornamented letters followed. In 1830 the types we call Gothic (serifless letters) appeared; then the Ionics, Clarendons, Latins and Egyptians followed—all excellent designs, and all made exclusively for advertisers.

In 1850 advertising types represented probably ten per cent of the output of the typefounders. In 1914 types used exclusively for advertising, comprising literally thousands of designs, represented probably 75 per cent of the typefounders' output.

It might be assumed that a profession which had created so vast a demand and output would have an expert knowledge of the principles which underlie the difficult art of type designing; but the fact is that the majority of those whose profession it is to plan advertisements are densely ignorant of printing types and of the power exercised by intelligent type compositions.

This ignorance is inexcusable, when the difficulty of obtaining an audience for advertisements is

understood. The inducement most commonly offered we call display—chiefly type display. All advertising types were created to influence unwilling readers to read advertisements. They have absolutely no other use.

### RELATION OF COPY TO TYPE

Convincing copy is doubtless the chief thing; but what is the good of it without an audience? The relation of copy and display (good or bad) is ordinarily as close and essential as the relation of the positive and negative currents of electricity; unless they are combined there is no power. The influence of display can be measured more easily than the influence of good copy. You may reduce all the advertisements of automobiles to solid agate and they will continue to express faithfully all the good copy; and they will be read by buyers who are already convinced that they need automobiles—they are the willing buyers who will themselves hunt the salesmen—a class constituting a small minority of motor buyers. Nothing in advertising is more certain than that with equally well-written copy the sales of automobiles increase in ratio with the extent and quality of the display in motor advertisements.

Again, the enormous growth of advertising increases the difficulty of attracting an audience for any advertisement that does not possess an individuality of display far above the average. The advertisement must surpass the average or it is ineffective. The space rates descend upon the effective and the ineffective with the utmost impartiality. The yield from the space rate—that, I believe, depends primarily upon the skill in display practised by the planner of the advertisement.

### TOO MUCH CARELESS DISPLAY

These premises seem to demonstrate the necessity of a closer and deeper study of printing types. There are good and bad type designs; there are emasculated substitutes for good designs; there are effective and ineffective de-

signs. A choice must be made. A few advertisers are masters of display. A majority of advertisers are ignorant or careless of display. Fortunate are those who work under the guidance of a good printer or a publisher far-sighted enough to employ a master of display to add the power of attraction to the copy of his clients. The advertising power of the best copy is seriously discounted if it is dressed in an inferior or badly selected type design. On the other hand, a superior type design, well displayed, adds materially to the efficiency of weak copy.

#### HOW SHALL ONE KNOW TYPE?

How shall one gain a knowledge of the principles underlying type design? This is a question not easy to answer.

One will be well advised who reads the fascinating history of the development of the alphabet from primitive signs to the symbols of sounds which we use, which now appear to be fixed firmer than the pyramids. That study, of course, traverses the whole history of the intellectual development of mankind. Many books on the subject have been written and may be found in good libraries under the classifications of "paleography" and "alphabets" and "writing." Everyone in the profession of advertising will be benefited by a working knowledge of the history of printing. On that subject there is an extensive literature, the most of which has been collected in the Typographic Library and Museum maintained by the American Type Founders Company in Jersey City. These two branches of study disclose the evolution of methods of expressing and disseminating ideas—the evolution, in fact, of advertising, a profession which will command in ever increasing degree the services of studious, scholarly and cultivated men. There is now running in the *Inland Printer* a series on "The Literature of Typography," which describes the better books relating to this extensive and many-sided literature.

Very little has been written on type design, and most of that is puerile. There is but one authoritative book, De Vinne's "Plain Printing Types." (The Century Company, New York.) It should be studied by every planner of typographic advertisements. Much that is good is printed in the leading printing trade periodicals.

Wherever you find types displayed, a knowledge of them cannot be had by merely glancing over the specimens. To know and understand them one must observe them patiently and analytically and compare one design with another. You cannot acquire a knowledge of paintings by sprinting through museums. You can only form your taste and judgment of paintings by observing them patiently, one at a time, and comparing one master's works with another's; whereupon the patient student develops an insight denied to the casual sightseers. So it is with type designs. Study of them must be deliberate, and deliberation will surely be rewarded.

When really understood, printing types become wonderfully interesting. Those who limit their study to the physical properties of printing types do not begin to understand them; they merely understand something about a manufacture of metal. They must be understood as the chief conveyors of ideas, of knowledge and of appeal—the chief connecting link between the thinker and the untaught, between the seller and the buyer. To adepts, printing types have as much range of expression and as much individuality as we find in human eyes. From the beginning of printing, types have been invested with a personality not conceded to any other things made by men. This is shown by the terms used from the beginning to describe the parts of types—body, face, shoulder, beard and feet. Whether the personality and influence of printing types is good or bad depends upon their design, of course, and not on the method of their manufacture. Their value in advertising is to be estimated first by the

## Trade Knowledge

If your advertising or selling problem has to do with merchandise bought by dry goods or department stores, then invite us to help solve it.

We've had something to do with almost every textile *success* of recent years.

The knowledge and experience of our staff is at the service of any present or prospective advertiser, or advertising agent.

Recently "Printers' Ink" ran a story on "How a Dealer Planned a National Campaign". It happens that we had much to do with planning this campaign.

The first appropriation was \$1,000—three years later it was \$50,000. We've reprinted the story, with permission. Where shall we send your copy?

## DRY GOODS ECONOMIST

231 WEST 39th ST., NEW YORK

Boston, 201 Devonshire St.

Philadelphia, 929 Chestnut St.

Chicago, 215 So. Market St.

Manchester, Eng., 92 Market St.

St. Louis, 1627 Washington Ave.

Cleveland, 516 Sweetland Bldg.

San Francisco, 423 Sacramento St.

merits of the design, and, secondly, by the skill with which they are displayed. They are your proxies; your representatives; your salesmen. They create favorable or unfavorable impressions just as human salesmen do.

#### SOME PRINCIPLES OF TYPE DESIGN

To understand the psychological influences of letters (inscribed or printed) we must understand the fundamental principles of type design. Basically there are only two grand divisions of letters—the Asiatic or cursive and the European or geometric. The Asiatic characters are all cursive, *i. e.*, naturally flowing from the brush, such as Japanese, Hebrew or Turkish. They are labor-saving for writing purposes; usually they are graceful; but they are all incapable of variation in their designs. If the Hebrew race ever predominates in the United States and the Hebrew alphabet were to displace the Roman, typefoundry would be immensely simplified. Each printing plant would require not more than two fonts of types, Hebrew normal and Hebrew condensed. There is absolutely no decorative or design quality in the form of Oriental alphabets. Fluent as they look, they are as impervious to variation as the typical Oriental mind. Oriental characters have less expression and are more difficult to read than our script letters, which are also cursive—free flowing from the pen. What a burden and delay there would be if all advertisements were printed in script letters, and yet our script letters are much superior in form to any Oriental letters, because you can vary their designs without losing a grasp of their meaning.

In Asia there are scores of alphabets; in Europe we have only two—Greek and Roman, both geometric. Geometry is the science of form. Within fifty years after the invention of movable types there was graduated from Coberger's printing plant in Nuremberg a man who, as engraver and painter, became (in the words of a great encyclopedia) "the

greatest master of the German Renaissance." That was Albrecht Dürer, who in 1534 published his famous treatise on geometric design, in which he demonstrates that the forms of the Latin alphabet contain all the elements of geometric design, no less than architecture. The same and all the principles which underlie the art of architecture underlie type designs and also type compositions. It is, indeed, more difficult to produce a masterly type design than to produce a masterly work of architecture, because the same elements have to be used in type designing in a much more subtle and restrained manner, owing to the limitations of space and optical illusions that must be taken into consideration. Now, I think that anyone glancing at the Hebrew letters and the Latin letters would say the latter were more rigid in form; but just because the forms of the Latin letters are thoroughly geometric they are capable of illimitable variation, and consequently of illimitable phases of expression and of intellectual stimulation and of decorative quality. (Most of us have seen humorous, grotesque, vulgar, freakish, as well as dignified, effeminate, masculine, ugly and beautiful type designs, all instantly recognizable as Latin letters. Some of us have been consciously jarred by certain raucous type designs; other designs make us friendly to the printing.) Further on this phase of our subject: The designers of our letters have evolved certain distinct divisions of design, named in this country as Antique, Gothic, Ionic, Latin, Roman (old style and modern), all as distinct and classic as the orders of architecture known as Doric, Corinthian, Ionic, Gothic and others. Those who wish to understand these orders of type design are referred to a series of articles in *The Graphic Arts* entitled "Notes Toward the Study of Printing Types."

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R. F. Moore has resigned the advertising managership of the Federal Motor Truck Company, Detroit.

## Latshaw, Advertising Director of Butterick's

S. R. Latshaw, who recently resigned as president of the Home Pattern Company, has become connected with the Butterick Publishing Company as advertising director. No change has been made in the personnel of the Butterick organization, or, it is announced, is any contemplated.

A dinner in honor of Mr. Latshaw was given at the Hotel Biltmore, New York, on June 19.

The programme was one of "stunts" rather than addresses. Among these were "The Fable of Stanley the Strenuous," by Will Calkins; "Rooming with Latshaw," by W. J. Boardman and J. G. Jarrett; "The Only Rock I Ever Threw at Latshaw," by George H. Hazen; "Tributes to Latshaw," by the following advertising agencies: William Shakespeare, Rudyard Kipling, Edgar Allan Poe, Henry Wadsworth Longfellow, Alfred Tennyson, gathered by Earnest Elmo Calkins.

"Latshaw on His Connecticut Farm," by E. H. Chapman; "Latshaw Selecting a Business," by O. R. Graham, Jr., and N. W. Emerson, with William H. Johns and M. L. Wilson.

Selections on the violoncello, by Russell B. Kingman; Choral singing and "The Advertising Agents' Mother Goose," by the New York staff of the Curtis Publishing Company.

There were also "talking moving pictures" of the following:

"A Conference in the Boston Office of The Curtis Publishing Company;" "Founding a House-Organ;" "Establishing a Fashion Policy;" "Organizing a Department of Commercial Research;" "Making the Curriculum for the Curtis School;" "An Eastman Investigation."

The stereopticon was used to show the life of Mr. Latshaw in cartoon and a series of incidents connected with the Rice Leaders of the World.

David G. Evans, of the New York office of The Curtis Publishing Company, was toastmaster. Those present were:

Ralph Alberson, Frank Almy, of the New Bedford Standard; William H. Johns, F. H. Little, William J. Boardman, of the George Batten Company; J. C. Bull, of Charles Scribner's Sons; P. B. Bromfield, Russell Field, Bromfield & Field, Inc.; J. G. Berrien; E. E. Calkins, W. C. Calkins, Calkins & Holden; Ray Clayberger, L. C. Pedler, H. H. Charles, of the Charles Advertising Service; W. C. Dower, J. Simpson, of The Home Pattern Company; J. W. Duncan, of the University Society; M. L. Wilson, F. J. Hermes, of Blackman - Ross Company; George Hazen, of The Crowell Publishing Company; J. G. Jarrett, of Collier's; Edwin Latshaw, father of Stanley Latshaw; H. K. McCann, of H. K. McCann Company; E. G. Pratt, of J. Walter Thompson Company; Rodney B. Stuart, of Woman's World; F. H. Sisson, of H. E. Lesan Advertising Agency; M. H. Smith, manager, E. V. Alley, N. W. Emerson, M. C. Leckner, of the Boston office of The Curtis Publishing Com-

pany; R. L. Barrows, manager, M. Hamburger, W. Richardson, of the Philadelphia office of The Curtis Publishing Company; W. A. Patterson, manager, C. S. Andress, E. H. Chapman, David G. Evans, O. R. Graham, Jr., W. H. Henderson, A. F. Jones, Russell B. Kingman, Sidney A. Storer and E. M. West, of the New York office of The Curtis Publishing Company; C. C. Parlin, division of commercial research of The Curtis Publishing Company; R. J. Walsh, of the publicity division of The Curtis Publishing Company.

## Whelan Buys British Cigar Chain

George J. Whelan, founder and former president of the United Cigar Stores Company, has bought the 63 retail tobacco stores comprising the Baker chain in London, England. Associated with him in the enterprise are John W. Surbrug, founder and former president of the Surbrug Company. Herbert Guedella, chairman of the Imperial Foreign Corporation, Austen Chamberlain, M. P., son of Joseph Chamberlain, Lord Balfour of Burleigh. Other Englishmen of note are identified with the project, the Messrs. Whelan and Surbrug being the only Americans.

The predominance of English talent, it is thought, is due to the desire of the purchasers to avoid possible ill-will created by talk of an "American invasion."

The Baker chain of cigar stores is one of the largest in London, its principal competitor being the chain of Salomon & Gluckstein. That the Whelan-Surbrug syndicate will extend the project, locating additional stores in the British Isles and in some of the Continental countries which do not possess them, is accepted as the intention of the purchasers, who have spent at least two years investigating conditions in the British retail tobacco trade. With the Baker properties the syndicate acquires Teofani's and other cigarette factories. The project to begin with is to be capitalized in its new hands at five million pounds, sterling.

## Philadelphia "Times" Suspends

The Philadelphia Evening Times, established in 1908, and owned by Frank A. Munsey, ceased publication with the June 16 issue. Mr. Munsey said *The Times* never passed out of the experimental stage and that success was not in sight.

## Gude Gives Dinner to Convention Men

On June 19, O. J. Gude, president of the O. J. Gude Company, New York, gave a dinner at his home, No. 50 Central Park West, at which the men from England who are attending the Toronto Convention were guests of honor. There were 15 present.

## Making the Most of Salesmen

**Helping Them Cash-In by Doing Missionary Work in Advance—The Ways of Salesmen Much Alike, and It Is the Sales Manager Who Must Make Them Do Distinctive Work**

By Charles W. Hoyt

Of the Charles W. Hoyt Advertising Agency  
Portion of Address Before Toronto Convention, A. A. C. of A.

**S**ALESMEN are pretty much alike. It is true that here and there one looms up bigger, physically and mentally, than the other, but as they average they are quite similar in their make-up, their ideas and possibilities. They travel in about the same way. When a salesman enters a territory for the first time he covers it more thoroughly than later. "A new broom sweeps clean." If he is traveling for the old-fashioned sort of sales manager, on arriving in a town he generally looks up the names of his prospects, using the directory, asking hotel clerks, fellow-salesmen, etc. At first he is quite aggressive in this respect, but after he has made a town a few times he discovers that certain people are not particularly receptive.

He forms a few strong connections and slowly drops the hard ones, and instead of doing as he did at first—work from morning until night to cover the town—he is quite apt, provided it isn't train-time, to go back to the hotel, write a few letters, play billiards or swap stories.

### WORK NOT WELL LAID OUT

Ask the salesman why he hasn't called on So-and-So or So-and-So, or ask him why he hasn't seen more people. He will tell you he hasn't time; that it takes all of his time to do what he is now doing, etc. And he really believes it and it is often true, because his work is not laid out properly for him.

If you tell him you would like to take away some of his territory he will resent it because he

is generally touching the high spots of the entire territory.

Lack of time! That is the salesman's lament, and one of the great values of the use of mail pieces is that they economize the use of the salesman's time. This is because they act as a missionary. In addition to this there is another value in the use of the mailing list and mail pieces.

Have you ever worked in a big city like New York and Chicago and set out in the morning with a list of your errands or the names of the people on whom you have to call?

On another day have you worked along without such a programme? Haven't you found that when you had a definite task that you accomplished a great deal more than when you took up one thing after the other as you happened to think of it?

### SOMETHING SPECIFIC FOR SALESMEN TO DO

In mail-piece work you say to a salesman: "Here are 32 names in this town. We have spent so much money on them this past six months. Four of them have replied and 28 haven't. I want you to call on all of those people without fail."

Can't you see the effect of such a programme on the salesman? I do not care how conscientious he has been under the other method, I am sure when he now goes to a city with a definite set task in front of him that he will do better than when he hasn't one.

I might say that another thing which does him good is to ask him to make a report of every call that he makes. Reports are great things for keeping any salesman in line.

There is the other man with whom I have to deal—the sales manager. He is the man that I like to go after because often he, rather than the salesman, is the weak man. Time and time again I have looked over sales propositions and when customers have expected me to tell them that they hadn't salesmen who were good enough I have ended by telling

them that the fault was in their office, and that it belonged to the sales manager rather than to the salesmen.

#### SAYS AVERAGE SALES MANAGER ISN'T EFFICIENT

The average sales manager, and mind you I said "average," isn't efficient. He thinks he is, but he isn't. A real sales manager provides each man with a list of every possible buyer in his territory.

There may be a few lines of business in which it is impossible to secure lists of possible buyers, but they are rare.

Suppose you are selling motor trucks. It is quite easy to pick out the names of firms which have a logical use for the truck. If by no other way you could do it by elimination. You know barbers have no use for trucks and you know Chinese laundries have no use for them.

#### SALESMEN CAN'T BE MISSIONARIES

The real up-to-date high-class sales manager doesn't expect his salesmen to be missionaries. He doesn't expect them to carry all the load. He carries some of it for them. He believes, particularly if he is putting them into a new territory, that he ought to do some of the missionary work.

Let me talk again about that average type of sales manager. Often he hires men on their looks. He has them look over his goods, shows them what he has to sell, furnishes them with samples, business cards and order blanks, and tells them to go out and get the business. Sometimes he tells them the territory, such as telling them they are to have a certain State or county.

You can picture this salesman arriving in a territory, looking up the names of his prospects, going in to see them and introducing himself. If he happens to be working for a new firm he has to tell all about the firm, as well as the goods it makes. He generally does about as much as the sales manager expects him to do on this first trip, which is little or nothing.

But let me tell you that the sales manager who accepts the sort of results which are obtained under these methods doesn't deserve to be called a sales manager. He is accepting a cost to sell which is at least 50 per cent of what it could be. Such a fellow is only a bookkeeper with "S. M." after his name.

He may be a good one to check up route sheets, expense accounts, or write so-called ginger talks, but he isn't a sales manager.

#### Valiant Enters Export Field

Frank L. Valiant, who, as announced recently in **PRINTERS' INK**, resigned as advertising manager of the Miami Cycle & Mfg. Company, has arranged to handle this advertising from New York instead of from Middletown, O. Mr. Valiant is to open an office in New York and will also have charge of the entire export business of the Miami line, including the Flying Merkle motorcycles and bicycles, the Racycle-Hudson and Miami bicycles and Muselman coaster brakes. In addition, he will also handle the export sales for Continental bicycle and motorcycle tires and automobile tubes, Reflex spark plugs, Motsinger carburetors and magnetos, Dunham side cars and delivery vans for motorcycles, Knarf brand carbon papers, typewriter ribbons and supplies, and Eny-Blade Safety Razors.

#### Wants Stevens Bill Modified

The American Iron, Steel & Heavy Hardware Association, which recently held its annual meeting in Cleveland, O., adopted resolutions favoring the Stevens bill for resale price-maintenance, but urging amendments in the following particulars:

It should provide for redress on the part of the manufacturer against a dealer selling goods at less than the established price; it should permit the establishment of different prices in different sections to cover transportation charges; it should define the words "dealers at wholesale," "dealers at retail" and "the public."

#### How Steel Co. Uses Newspapers

The Mosher Structural Steel Company of Dallas, Texas, is using newspaper space to prove its promptness in carrying out contracts.

When a new building is going up a photograph is taken of the steel frame, and the copy gives the time between the letting of the contract and delivery of the steel. The argument is offered that the progress on all buildings depends on delivery of materials, and that economy is secured only through prompt deliveries.

## Advertising Exhibit Is Finest Yet

Toronto Convention Attendance  
Sees Remarkable Educational  
Display of Scope and Power of  
Advertising — Fifteen Distinct  
Interests Represented — Oppor-  
tunity for Comparative Story.

THE advertising exhibit in connection with the A. A. C. A. conventions began as a very small tail to the regular proceedings. If succeeding exhibits improve on the remarkable Toronto exhibit of this week as much as the Toronto exhibit has improved on the previous exhibits, the association proper will have to look out that the tail does not wag the dog.

Beginning with the Boston convention, the exhibit has grown in size, importance and attractiveness. The officers and programme committee evidently saw the handwriting on the wall at Baltimore and this year set aside definite times for seeing and studying the exhibits.

The greater part of the exhibits were in the Art Gallery, one of the permanent buildings of the Toronto Exposition Grounds. Others were in the Gas Building. The outdoor display was in close proximity, outdoors.

In this issue of PRINTERS' INK there is time and room to give only a summary of the features, leaving the matters of critical review to the next issue.

It would be invidious to pick out any of the sections for special mention. All were important and interesting, each in its own way.

One of the striking features was provided by the newspaper division. This was largely worked out through the Bureau of Advertising of the American Newspaper Publishers' Association and the bureau's exhibit was the largest part of the display.

Probably the most interesting thing the newspapers did was the merchandising surprise planned for the visiting delegates to illustrate the manner in which the

retailer can be brought to co-operate in a national advertising campaign; especially when the influence of the local newspapers is used.

At the instance of the Bureau of Advertising and the Toronto publishers virtually every store in Toronto, big and little, in every branch of merchandise made a display of nationally advertised goods during convention week.

So far as known, no display of this magnitude or of such wide variety has ever before been made anywhere.

The idea was conceived by Director W. A. Thomson and Associate Director T. H. Moore of the Bureau of Advertising and made possible through the co-operation of J. F. MacKay and the Toronto publishers, nearly all of whom are members of the bureau.

The newspaper exhibit in convention hall occupied a wall space of about 60 feet and was one of the largest and most notable showings ever made by the newspapers of America. This display was made up of the following campaigns:

- Armour & Co. products.
- Wrigley's Spearmint Gum.
- Swift & Co.'s products.
- Standard Oil products.
- Mo-Jo Chewing Gum.
- New York Telephone Co.
- B. V. D. Underwear.
- Burbank Cactus.
- Coca-Cola.
- Nemo Corsets.
- Sunkist Oranges.
- Florida Oranges and Grape Fruit.
- Go-to-Church Sunday.
- Advertising the Express Business.
- H-O products.
- Automobiles and Auto Supplies.
- Ford Cars.
- Towar's Milk.
- Columbus Flour.
- Mutual Motion Picture Films.
- Burlington Railroad.
- Lehigh Valley Railroad.
- Food products.
- Certain-teed Roofing.
- Sweetheart Soap.
- Gold Dust.
- Campbell's Soup.
- Bank Advertising.
- Wearing Apparel.
- McDonald Shirts.
- Douglas Shoes.
- Regal Shoes.
- Cammeyer Shoes.
- International Silverware.
- Typical newspaper advertising campaigns by different advertising agencies.

Rona Dutch Cocoa.  
Ghirardelli's Chocolate.  
Fels-Naptha Soap.  
Telektra Piano Player.  
Cigars.

Practically all the leading advertising agencies of the country were represented in this exhibit.

In addition there were examples of notable individual newspaper stunts; co-operative campaigns and illustrations of every phase and feature of newspaper co-operation.

Interesting to, especially in connection with what the Toronto publishers were doing, were the photographs of show windows in various parts of the country showing how retailers are pushing national products advertised in the newspapers.

In connection with this display the Bureau of Advertising also issued and distributed a facsimile newspaper entitled *The Daily Newspaper*. This was an eight-page publication made up in regular newspaper style and contained as its leading news item the story of how the Toronto publishers had turned Toronto into a great show window. The rest of the paper contained the stories of campaigns.

The Magazine Exhibit was arranged with the principal object in view of showing the great influence and force the national periodicals have been in bringing about a more favorable way of living and a more practical way of building and a keener appreciation of real service and quality of products. No special prominence was given to any particular product or to any group of magazines.

A life-sized photograph of a man and a woman was shown with appropriate display arrangements in the background surrounding them, to cover the wearing apparel and personal equipment part of the exhibit.

There were two large painted canvases, one showing a residence, both interior and exterior. These canvases were connected with the actual advertisements for all of the products which were arranged in the background.

The same treatment was given

another large canvas illustrating the interior and exterior view of a factory and office building.

In addition to this there was a large display of the original trade-marks of many of the articles nationally advertised in the magazines, together with a living picture by means of stereopticon slides showing the articles and the story of their advertising in the magazines.

There were also displayed a great many of the name plates of the various automobiles which have been advertised so prominently in the magazines during the past few years. There were exhibits of magazine advertisements of many years ago and samples of the products then advertised, comparing them with the product of to-day and the advertising of to-day.

An interesting feature was the display of 27 metal figurines representing the trade figures of national advertisers—the Dutch Boy Painter, Old Dutch Cleanser, the 1847 Roger Girl, Swift's Little Cook, the Sherwin-Williams globe dripping with paint, etc.

The whole magazine exhibit occupied a space of eighty feet wide and eighteen feet high.

The Poster Advertising Association, representing all of the poster plants in more than 3,000 cities in the United States and Canada, showed on bulletins outside of the Art Building, the best examples of poster stands and had men on hand to change the posters hourly, thus giving the people attending the convention a chance to see the best example of lithographer's art as represented in mammoth posters.

The painted signs were also full size, approximately 10 feet high by 20 feet and 40 feet long. These were painted by hand by expert painters and were changed frequently.

The boards were illuminated at night, which not only increased the attractiveness of the display, but showed the recent innovation of making outdoor advertising a "day and night" medium.

The Street Car Advertising

Exhibit showed the tremendous growth of the trolley roads of the country from the original bobtail horse cars to the splendidly equipped systems of to-day which gridiron every important city and form a network in the leading states. It furnished information on the number of people the street railways carried and what the trend of population to the cities means to the advertiser.

A number of the striking examples of car cards were shown. One of the features of the exhibit presented the development of a car card—from the rough sketch of the original conception through the various stages of copywriting, art work, engraving, and printing to the finished card.

The exhibit was shown on a partition of 40 x 11 feet erected in the center of a wide aisle. One side of the partition was occupied by the exhibit of the street car advertising interests of the United States and the other side was given over to the Canadian street car interests.

The exhibit of lithography consisted of practically every kind except large posters. The large posters were selected and looked after by the Poster Association. In the former exhibit there were some of the finest pictures ever turned out by a lithographic establishment. The lot was large and varied. Some of the composite cut-outs were equal to an entire exhibit themselves.

The specimens of offset lithography constituted a considerable part of the exhibit and were made up of many different kinds of work. Some of the samples were type pages, transferred to metal plates and lithographed on the offset press.

The exhibit of the agricultural papers at the Toronto convention of the Associated Advertising Clubs of America was a constructive display. The main part of the exhibit contrasted what the farmer buys and what is advertised to him and suggested that there are especially good opportunities open for manufacturers of shoes, stockings, men's

suits and overcoats, blankets, furniture, typewriters, fountain pens, toothbrushes, varnishes, lubricating oils, soaps and toilet preparations, etc. The facts were set forth on a big chart.

Another part of the exhibit was an illustration of the fact that the farmer is a human being first and a farmer afterward. The two methods of buying were illustrated: mail-order, by a graphic story of a small advertisement; and local-store, by a chart showing exactly what happens from the time the manufacturer begins to advertise until the dealer makes a sale.

On the other side of the exhibit was a graphic comparison of present-day markets. For instance, a big rubber boot showed the trade in the country, while a tiny boot illustrated the relatively small possibilities of selling rubber boots to city men and women.

Then there was a chart giving a strong representation of the great opportunities open to those who seek farm trade—there are 56,000,000 farm folks as against a few hundred thousand railroaders, storekeepers, brokers and bankers, druggists, etc.

On the floor, in the middle of the exhibit, was a model farm showing house, barn, garage, corn crib, silo, wagonhouse, dairy-house, pig-pen, chickenhouse, automobile, etc., in miniature. Various bright colored ribbons were festooned from the house to the list of household articles used by the farmer.

The department of business printing and literature made a very complete display.

The specialty department showed a large and varied line of novelties in leather, metal, celluloid, japanned finish, wood, etc. Some of these were presented in attractive ways as where one exhibitor displayed a sample leather-covered memo book mounted on a card with a history of the largest order ever placed for goods of that kind.

The calendar division selected half a dozen "selling points" and played up each with an array of calendars chosen for their suit-

ableness to a specific advertising plan.

For the first time in the history of advertising conventions there was a special department devoted to house-organs. Some of the house-organs exhibited were art gems, others were splendid "examples of how not to do it."

An effective window display, store interior and fountain were arranged by the Coca Cola Company. In connection with the display, the company showed newspaper and magazine campaigns, giving statistics.

The Welch Grape Juice Company showed a pagoda, featuring its store advertising.

Swift & Co. showed a line of their products together with window displays.

The German exhibit was even better than that at Baltimore last year.

In choosing the British exhibit for Toronto the *Advertising World* of London asked the co-operation of its readers, and the advertising campaigns which formed the chief item of interest in the British Exhibit at Toronto could fairly be said to represent the best work of British agencies.

In view of the many American advertisers now entering, or proposing to enter, the British market, it is believed that the exhibit will be of practical value.

The campaigns of representative British advertisers were illustrated by typical advertisements, among them J. & J. Colman, Ltd., Bath Mustard, Dexter Weatherproofs, "Johnnie Walker" Whisky, Palmolive Soap, Selfridge & Co., J. Millhoff & Co., Ltd., Messrs. Harrod, "Perrier," Boots, Cash Chemists, Martins, Cadberry & Co., Bovril, Ltd., British Commercial Gas Association.

The various media were also well represented. British posters made a brave show.

The A. A. C. of A. exhibit committees were as follows:

Chairman—Jos. S. Potsdamer, Ketterlinus Litho. Company, Philadelphia.

Secretary, Bruce D. Drysdale, Jno. Lucas & Co., Inc., Philadelphia.

Agricultural Advertising, Irvin F. Paschall, *Farm Journal*, Philadelphia; H. B. Cowan, Rural Publishing Company, Peterboro, Ont.

Advertising Novelties, H. B. Hardenburg, H. B. Hardenburg Company, Brooklyn; George H. Blanchard, Brooklyn.

Business Printing and Literature, Henry L. Johnson, *Graphic Arts*, Boston; H. A. Gatchell, Gatchell & Manning, Philadelphia.

Calendars, Theo. R. Gerlach, Gerlach-Barklow Company, Joliet, Ill.; Geo. C. Hirst, Osborne Company, Newark, N. J.

Lithography, W. F. Powers, W. F. Powers Company, New York.

Magazine Advertising, R. G. Chomley-Jones, Review of Reviews Company, New York.

Metal and Miscellaneous Signs, Llewellyn E. Pratt, Passaic Metal Ware Company, New York; F. W. Gibson, H. D. Beach Company, Boston.

Newspaper Advertising, William A. Thomson, American Newspaper Publishers Association, New York; J. F. MacKay, the *Globe*, Toronto, Can.

Outdoor Advertising, H. J. Mahin, The O. J. Gude Company, New York; Chas. Kindt, Iowa Posting Service Company, Davenport, Ia.; E. L. Ruddy, Ruddy, Ltd., Toronto, Can.

Street Railway Advertising, John M. Forbes, Street Railways Advertising Company, New York.

Trade and Technical Press, Mason Britton, Hill Publishing Company, New York.

Religious Press, J. F. Jacobs, Jacobs & Co., Clinton, South Carolina; W. J. McIndoe, the *Continent*, New York.

Retail Display, A. E. Hurst, *Dry Goods Economist*, New York; G. E. Potter, City Diary Company, Toronto, Can.; L. R. Green, Sherwin-Williams Company, Montreal, Can.

Foreign, W. C. D'Arcy, D'Arcy Advertising Company, St. Louis, Mo.

At-Large, Frank E. Morrison, New York.

## Slot Machines to Sell Well-known Products

Manufacturers of Brisco's Kleanwell Tooth Brush, Kolynos Dental Cream, Listerine, Daggett & Ramsdell's Cold Cream, Brown's Lithia Tablets, Squibbs Talcum Powder, Durham Duplex Shaving Stick and Razor are securing sales and publicity through a metal selling cabinet placed in the bathrooms of leading hotels.

The articles are arranged so that the guest may see the package through a glass panel. By dropping a quarter in a slot over any article and pushing a button the guest supplies his wants without sending out for the articles.

## Swift's Recipe Book Plan

The new magazine copy of Swift & Co. for Silver-Leaf lard features a recipe scrap book, which is so constructed as to permit the housekeeper to classify recipes and household hints.

The scrap book can be obtained only by sending the parchment circle from the top of a pail of Swift's Silver-Leaf lard and four cents in stamps.

## What Is Good Railroad Advertising?

Union Pacific's Passenger Traffic Manager Asserts That Too Little of It Is Creative and Too Much of It Unproductive—View of Freight Advertising—Resultful Policies

By Gerrit Fort

Passenger Traffic Manager, Union Pacific Railroad

Address Before Toronto Convention, A. A. C. of A.

THE head of one of the largest agencies in the country, an intelligent and successful man of affairs, recently said to me that the limitations which necessarily hedge about railroad advertising make it impossible for any man or set of men, no matter how well equipped and resourceful they may be, to secure for the railroads results from a given expenditure for publicity such as can be obtained in other lines of business. It was a brave and honest statement, differing from many I had previously heard from advertising solicitors. The more I ponder it the less able am I to resolve satisfactorily in my own mind the question whether the railroad advertising dollar has a harder fight for its life than any other, and having explored the River of Doubt alone for some weeks I am bringing the problem here to you gentlemen, buyers and sellers of publicity alike, to invoke your aid in solving what to me is a serious problem. For the benefit of those who may heed this Macedonian cry, let me shed such light as I can upon our pathway.

The problem of selling railroad transportation through publicity presents the following essential differences from other forms of merchandising. The railroads are quasi-public institutions with their earning power limited by governmental regulations, both State and Federal. The State says, in effect, to the owners of railroad property, "We will allow you to earn a fair return on your investment, but whatever you earn in excess of a fair profit must be divided

with the public in the form of reduced rates or improved service."

Admitting the soundness of this position—conceding that the railroads are public servants—will it not be agreed that advertising which is not *creative* of business, but which has for its purpose merely the *diversion* of business, represents a waste of expenditure and effort and more than that, a breach of trust? If this be so, let us see what opportunity exists to *create* business by advertising. I doubt whether a hundred thousand dollars expended in advertising freight service would cause two kegs of nails to be shipped where one was shipped before, and I think it may truthfully be said that advertising will not create freight traffic. Advertising of luxurious passenger service may stimulate travel, but to a limited extent only.

You are all familiar with the pictures of well-groomed men and women lolling luxuriously in the upholstered Pullman seats, or gazing interestedly at retreating scenery from the observation platform, or perchance being deftly served in the dining-car. Be honest now and tell me how many of you have ever been influenced to make a railroad trip because of these pictures. If you were to close your eyes and listen to the claims of superiority set forth in railroad advertising of passenger trains you would not be able to determine whether the copy-writer was describing the Overland Limited or the Twentieth Century or some other equally well-known train. Is it not true that, broadly speaking, all of the advertising of railroad service is to-day trite and hackneyed, and *creates* little if any business?

There is, however, a field, and the widest sort of field, for advertising that is not only creative of railroad and steamship traffic but is for the general good. All forms of publicity which depict in truthful terms the wonderful health and pleasure resorts of our continent are of incalculable benefit to all mankind, for it cannot be gainsaid that travel is the great-

est of all educational forces. The public owes much to the transportation companies for their exploitation of Yellowstone National Park, the Adirondacks, California, the Canadian Rockies, Florida, the Yosemite, the Grand Canyon, etc., and it is not too much to say that the skilful and persistent publicity which has been given these resorts has not only helped the carrying companies but has been of tremendous benefit to our people.

Again, publicity, paid and unpaid, as to the opportunities for homeseekers and investors, presents a most inviting and legitimate field wherein to serve transportation and all mankind. Surely there can be no more useful work than that of making known to the older and overcrowded parts of the world the opportunities, agricultural and industrial, which are open to every man with sufficient brains and energy to grasp them, and in addition to the material reward which is bound to come to both transportation and publicity, there is the higher one of witnessing the constant recession of the world's frontiers, the conquest of new countries and the trite but pleasant occupation of developing two blades of grass where one grew before.

#### TROUBLE WITH SOME HOMESEEKERS' ADS

There is no department of transportation publicity, however, in which absolute honesty of purpose is more necessary than in the exploitation of new countries. The deplorable economic waste of settling people on illy suited lands has been demonstrated again and again, and it has been the constant aim of the system with which I am connected to understate rather than overstate the possibilities of the vast territory we serve, and to make clear to the potential settler the fact that brains, energy and capital are all necessary requisites to his successful transplanting, but that given a reasonable amount of these qualities he is sure to succeed.

Transportation demands of publicity that it shall be honest, hon-

est in its utterances to the public, both editorial and advertising; honest in its business methods with transportation companies, no blackmail, no favoritism, no personalities to be allowed to govern these relations.

John Wanamaker, in referring to the dividends that honesty pays, said to his advertising department: "It is generally known that common advertising is like barrels of seed in which half the seed is dead. If general advertising were believed and the goods of the value stated, stores could be twice as large and business twice as good, but the fact that advertising does not produce its full results proves that there must be a better way to do it. Advertising statements must tell plainly and interestingly of the goods to be sold and the statement of the advertising writer must be accurate in every particular."

If this is true of general merchandising, and Mr. Wanamaker's policy is not theory, but has been tested by years of experience, it is doubly true of transportation advertising. When publicity and transportation shall hand in hand serve the public honestly and efficiently the awards will be generously bestowed by a benefited people.

#### Freeman's Activities in Farm Paper Field

Miller Freeman has purchased the *Oregon Agriculturist*, of Portland, and changed its name to the *Oregon Farmer*.

A few years ago Mr. Freeman sold *The Ranch* to his editor, J. D. Dean. Early in 1914 he bought it back and purchased *The Pacific Dairymen*, which he consolidated with *The Ranch*. Recently Mr. Dean changed the name of *The Ranch* to *The Washington Farmer*.

#### New Cotton Oil Advertiser

The Louisville Cotton Oil Company is conducting a consumer-dealer campaign in St. Louis to introduce its Progress Cooking Oil and Louisville Salad Oil. Newspapers, out-door displays, direct advertising and sampling are used.

Archer A. King, of Chicago, has been appointed Western representative of *Puck*.

## Organization of Agricultural Papers

ON June 17 sixty publishers of agricultural papers, all members of the Audit Bureau of Circulations, met in Chicago and formed a permanent organization to be called the Agricultural Publishers' Association. The object of the organization is to promote the interests of agricultural advertising along the lines of the work done for magazines by the Quoin Club and for newspapers by the A. N. P. A.

The membership in this new association is contingent upon membership in the Audit Bureau of Circulations, and the resignation of a member from the bureau carries with it automatically his resignation from the Agricultural Publishers' Association. The action of the agricultural publishers has the endorsement of the Audit Bureau of Circulations.

The constitution and by-laws adopted were patterned after the Audit Bureau of Circulations. There is a board of directors of eleven, from which an executive committee of five was selected. There are five standing committees which will conduct the active work of the association. These committees are:

**Promotion**—to compile data and information for advertisers and have charge of the expenditure of the advertising appropriations, subject to the approval of the executive committee.

**Trade Relation**—to secure co-operation between the association and organizations of retailers, wholesalers and manufacturers.

**Standard Forms and Audits**—in co-operation with Audit Bureau of Circulations to prepare forms of circulation statements and forms of audit for farm papers.

**Agency**—to secure co-operation of advertising agencies.

**Membership**—to pass on qualifications of all applicants for membership.

The annual dues of the association are \$100 for each publication member, and each member is

further assessed an amount equal to two-tenths of one per cent of his gross advertising earnings as a fund for the work of the standing committees.

Following is the roster of officers and directors:

**President**, Burrige D. Butler, *Prairie Farmer*; **first vice-president**, W. A. Whitney, Phelps Publishing Co.; **second vice-president**, E. T. Meredith, *Successful Farming*; **secretary**, F. E. Long, *Farmers' Review*; **treasurer**, C. C. Rosewater, *Twentieth Century Farmer*.

**Directors**: Burrige D. Butler, Frank E. Long, E. T. Meredith, S. R. McKelvie, *Nebraska Farmer*; Marco Morrow, Capper Publications; H. N. Owen, *Farm, Stock and Home*; Irvin F. Paschall, *Farm Journal*; James M. Pierce, *Pierce's Publications*; Chas. C. Rosewater, John P. Wallace, *Wallaces' Farmer*; W. A. Whitney.

## A Pond's Extract Insert

Pond's Extract Company, New York, is making a special offer through a coupon enclosed in each jar of its cold cream, in an effort to start a sale on a new tooth paste. The coupon reads, "We will send postpaid a regular 25-cent tube for 15 cents in coin or stamps with this coupon. Only one package to each person. With order please give your dealer's name."

## Chinese Signatures

Recently some office men with Chinese signatures have started the commendable practice of having their names written in type at the left of the signature. Splendid! Let us hope that others who delight in executing fancy strokes to the inconvenience of their friends will do likewise.—*Talking Machine World*.

## L. R. Maher, Business Manager

Governor James M. Cox has appointed Lawrence R. Maher business manager of the *Springfield News*, the junior member of the News League of Ohio. Mr. Maher has advanced through the various departments of the publishing business during eight years connection with the News League.

## A Challenging Label

David Stewart, a Baltimore lawyer, in a letter from Munich to the *Baltimore Sun*, says that on a four-cent Dutch Regalia cigar there is a splendid band labelled with the legend "*Honi soit qui mal y pense*."



An advertiser prefers to have every phase of his advertising performed by a specialist. With this preference in mind we have planned our agency upon lines which we believe to be effective and without waste. May we explain further?

## Berrien-Durstine *Incorporated* Advertising

42 Broadway New York City

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Gamla och Nya



# Hemlandet.



**The First Swedish Newspaper in America**

On July 1, 1914, the advertising rate in Hemlandet will be raised to 15 cents per line. Reservations at the present rate will be accepted up to July 1, provided some space is used not later than the issue dated September 3, 1914.

Hemlandet, the first Swedish newspaper in America, now in its 60th year, gained 28,614 subscribers in 1913—probably a larger gain than that of all other Swedish newspapers in America combined. No premiums were used—we put the money into the editorial department instead. We gave the subscribers a bigger paper and a better paper. The results were seen when the renewals came this spring. *Over 95 per cent renewed*, in spite of a doubled subscription price.

*You Can Reach The Swedish Americans Best Through Hemlandet*

## Hemlandet Company

1643 Transportation Building

CHICAGO

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## New Devices in Catalogue Advertising

The Character of the Issues by Large Houses Now Being Put Out—Effect of Rotary Press Work Is to Lower Costs—The Use of Color Is a Sign of Quality Tendency Upward

By T. E. Donnelley

Of R. R. Donnelley & Sons Company,  
Chicago

Address Before Toronto Convention,  
A. A. C. of A.

**T**HE greatest help to the modern tendency toward higher quality is the recent ruling of the United States Post-Office Department, which includes catalogues under parcel post. By shipping by freight the addressed catalogues to various cities distributed throughout the country the catalogues can be mailed from these centers under zone No. 1 rates, and a catalogue of four pounds can be mailed for 8 cents, which formerly cost 32 cents, and the same catalogue printed on paper 50 per cent heavier would cost only 10 cents.

This cheapness of postage will allow the merchant to abandon the thin paper which has been so universally used on the catalogues of the general supply houses, and use a paper of sufficient weight to be opaque and take a finish to suitably print the cuts. The increase in cost of paper on a 1,200-page catalogue of standard size will not be over seven or eight cents, while the saving on postage of this heavier book against the old light one is 22 cents. The use of this very thin catalogue paper, the development of which was such a revolution in mail-order printing some fifteen years ago, will now die out, except to the printing of flyers, where the old rate is two ounces for a cent.

### GOOD PRINTING GETTING CHEAPER

The development in rotary presswork will keep the price of a superior quality of presswork within practical limits. Sixteen years ago commercial printing by a rotary press was first accom-

plished in printing a portion of the Montgomery Ward catalogue. So revolutionary was this that only one press builder would guarantee the accuracy of folding necessary on account of the narrow margins. This press printed and folded 32 pages and only attempted to print light forms with wood cuts on the print paper then used.

Since that time the tremendous circulations of the 15-cent magazines made the time taken to print the editions on flat-bed presswork impracticable, and forced the inventive genius of the press builders to develop machines capable of printing halftones on well-surfaced paper. To-day presses doing such a grade of work print and fold 80 pages of the standard mail-order size and at the same time print an additional color. In spite of the greater time for make-ready, the slower speed and more expensive inks, the increase in size of these presses has so increased the production that the cost of presswork on a form of sized and supercalendered paper in two colors does not materially differ from the cost of the same form printed 15 years ago in black on common print paper.

An experiment which if successful promises to still further advance the quality of mail-order presswork is the printing of coated paper on rotary presses. The two facts which have prevented this from being successful heretofore have been, first, the inability of the press to deliver the product without being offset in printing and slurred in folding, and second the impossibility of furnishing coated papers in rolls sufficiently free from lumps and other imperfections. The first limitation has been successfully eliminated by the adoption of the traveling offset roll and the perfecting of the straight away folder used on magazine presses. So unreliable has been the process of coating that it has always been necessary to sort by hand at the mill the sheets as they were cut from the roll, and reject a large per cent. Not only

is the coating itself irregular, but frequently hairs from the brushes and lumps of clay stick to the sheet, and if this imperfect paper is not thrown out, we get poor printing and the lumps cause disastrous smashes in the plates. Two different mills have been experimenting upon the problem of making rolls without these imperfections and claim they have solved it. This fall forms on two of the large catalogues will be run on rotary presses on this coated paper as a commercial try-out, and if successful not only will there be a general substitution of coated for supercalendared paper on the fashion forms in the catalogue of the general supply houses, but also many catalogues such as the special lists in women's wearing apparel, which have always been printed on coated paper, but by flat-bed presses will now be printed on rotary machines at a considerable reduction in cost.

To avail themselves of this advantage these houses will have to change the size of their catalogue to the standards of rotary presses. These standards are what are known as the mail-order size— $8\frac{1}{4} \times 11$ , and the magazine size— $6\frac{1}{2} \times 9\frac{1}{2}$ .

While machines can be built for any size desired, the advantage of price is lost unless the presses are kept going the entire year, which is a very difficult problem with an odd-sized product. The buyer, if he confines himself to these standards, will always have better competition and more elastic facilities.

A phenomenal development in mail-order printing has been the use of three and four color work. Ten years ago it was confined almost exclusively to the illustrating and colors of rugs, carpets and linoleums. To-day any merchandise that is desirable to be featured can be profitably printed in colors. It is another proof of

# Classified

advertising for Newspapers is handled at a loss by large Agencies unless they "clear" it. Why not profit more by sending your orders to us?

Agencies should ask for our special commission proposition. Advertisers should have a copy of our Bulletin No. 130 containing best lists. Write today.

Classified Dept.

**THE ARKENBERG-MACHEN CO.**

**234-36 Nasby Building, Toledo, Ohio**

*Recognized by the A. N. P. A. and Quoin Club*

**Forms Close 10th  
Preceding month**



# Case and Comment

## THE LAWYER'S MAGAZINE

Established 1894

To prove to you the value and importance of the legal field for advertisers whose products appeal to rated men, let us send you immediately the

May—Law of Buildings Number. June—Marriage and Divorce Number. July—Highways Number of Case and Comment, together with some other information we have at hand.

Published by The LAWYERS CO-OPERATIVE PUBLISHING CO., Rochester, N. Y.

## Copy Writer

Man or woman to write magazine and newspaper advertising for high-class food product. Has been advertised in a big way for three years, so that all of the obvious subjects for illustration and copy have been exhausted. Writer therefore must have originality to develop new ideas, but originality must be tempered by good taste and sound business judgment, so that copy will be dignified as well as attractive. Writer must work in harmony with advertising manager and advertising committee of corporation. Must stand criticism without losing courage and initiative, and must have the adaptability and persistence to write and re-write until he learns to produce the style of copy which the advertiser desires. Location, Cincinnati. Agency experience desirable. State qualifications fully in first letter, telling in detail what you have done and are doing, your age, salary desired, and how soon you could begin. Enclose samples of work and, if possible, your photograph. Address P. O. Box 467, Cincinnati.

**ESTABROOK**  
**AD-SEALS**



**AID SALES**

**EFFECTIVE—IMPROVED  
 POSTER STAMPS**

**BRIGHT** enough  
 to be **ATTRACTIVE**

**SIMPLE** enough  
 to be **UNDERSTOOD**

**CONVINCING** enough  
 to be **BELIEVED**

Sketches supplied to responsible concerns.  
 Write for samples.

**McMennamin-Estabrook**  
 Advertising Service  
 184 Summer Street Boston

the necessity of adding quality to printed matter to sell goods by mail to-day. One mail-order house has its own special presses, printing in four colors at one revolution, and uses as much more color work, printed by other printers. In Chicago there are five large printing establishments doing color work exclusively and whose major product is for mail-order houses, and in spite of an annual increase of their facilities they are unable to supply the demand.

### PECULIAR ADVANTAGE OF OFFSET PROCESS

The offset process also has its place in the mail-order printing. As a straight competitor of the printing press it is a failure. Black letter-press printing will never be done as well nor as cheaply by the offset process. It has, however, certain advantages; the main one being that by it we can print a half-tone on rough paper. This is especially applicable to the printing of covers, both in black and in colors. To print covers in half-tone or by the three-color process by letter press has necessitated the use of a coated stock. Weight for weight coated stocks are always weaker than uncoated ones, and they have the added disadvantage of cracking at the edge of the back and curling on the corners. With the offset process rough, strongly-fibred paper can be used, and even for flyers and lighter catalogue covers printed on rough paper by the offset process have the advantages of greater wearing qualities and more artistic effects. One of the large houses has used this process for its catalogue covers for the last year, and within a few years the offset cover will become the standard practice.

The whole tendencies of mail-order printing may be summed up as an advance in quality. Fortunately the new postal regulations, the development of the rotary press, and the improvement in processes of manufacturing coated paper by the reduction in costs are powerful allies to this development. Those firms

which will recognize this trend, and taking the bull by the horns, put into their printed matter the very best the art can produce, will reap the reward of leaders.

### How Burroughs Classifies Prospects

Sales Manager F. D. Dodge, in speaking before the Burroughs Club of the Burroughs Adding Machine Company, Detroit, pointed out the difference between prospects which can be sold by argument and demonstration, and those who must have an actual trial of the goods before a sale can be closed. Mr. Dodge said:

"The world is filled with three classes of people.

"First—The hard thinker.

"Second—The hard worker.

"Third—The other people.

"The first two classes are the ones that count, and strange as it may seem, they are distinctly and fundamentally different.

"People of the second class are the ones who plug first and think afterwards.

"People of the first class are ones who think first and then plug.

"Points such as I have just referred to are given careful consideration by scientific salesmen for they must study types of people or they cannot work to the best advantage.

"Perhaps you wonder where the connection is made and how it affects the results in the adding machine field.

"Just in this way. You would find if you could classify types of men, that the trial system of creating sales would go best with class two prospects, because they must get real relief from using a machine before they will develop a genuine desire for it, while class one prospects can be successfully handled for the most part by the sales from demonstrating method—by a straight-from-the-shoulder talk, using system folders, endorsement letters, etc.

"Class one people can, as a rule, see what the effect would be by introducing machine methods into their work without having to prove every point of advantage by actual machine demonstration."

### Big Trade-Paper Ads to Sell Factory

The Brownell Machinery Company, Providence, R. I., is using a series of display advertisements in trade papers to sell a factory located at Ayer, Mass. One of the ads was a double-page spread in *The Iron Age*.

A recent ad of the series contained a photograph of the factory and specific facts regarding the floor space, power plant, railroad facilities, sides which face streets, etc.

This appears to be a unique departure from the conventional "For Sale" announcements which real estate concerns so often think are all that are necessary to sell a building to men who want facts.

"THE KIND YOU RUB  
—YOUR FINGERS OVER"

## Sattler's

STEEL DIE

### Engraved Letterheads and Business Cards

Selling direct, running an enormous three-shift plant, and taking mills' output of special high grade paper, enables us to Reduce Your Cost about 25%.

**DO NOT WRITE!**

Simply mark on your present letterhead, number used, and when needed, and receive our quotation and sample book. Send today.

**THE RUDOLPH SATTLER CO.**  
Dept. A Cincinnati, Ohio  
*Largest Engravers in the West*



From Tenderfoot to First Class  
at the Boy Scouts' Bank

All you have to do is Tenderfoot and you'll have your money safe in the bank. You have done it already in many other ways, two dollars before you get a dollar, and so on. This is a picture of a local troop on its way, and a special program that will help them make their money grow. This will be a wonderful thing to you if you are a Scout, or if you are a parent of a Scout. You will be glad to see it at your qualifications.

There is one particular boy scout's bank in this city, a few miles from the city, and a special program that will help them make their money grow. This will be a wonderful thing to you if you are a Scout, or if you are a parent of a Scout. You will be glad to see it at your qualifications.

## SCHURMAN

has reincarnated  
the punch in several  
frazzled ad stories.

This Scout ad picked up by  
Printers' Ink, June 4, is typical.



**SCHURMAN**  
ADVERTISING SERVICE, INC.  
GRAND RAPIDS



said

"The man with the newspaper—you see him everywhere. He is interested and interesting.

"He has his favorite. So has his family. To be in these papers right is to be right in it."

## NEW ENGLAND'S Local Daily Newspapers

The people here in these six states grew up with the local daily. They spelled the words in it when learning to read. They get the news of their neighbors, the births, marriages and deaths from it every day.

Their understanding of the world is mostly gathered from it as it mirrors the world's happenings, mostly their own little world, which is with them the important thing.

They have read the advertising of their local stores for so long that advertising reading has become a habit which any advertiser may turn to a profit.

Try a campaign in the local dailies in New England yourself. The local dealer will hitch with you if you go into the home daily.

These twelve will help to hitch:

<i>Portland, Me., Express</i>	<i>Springfield, Mass., Union</i>
<i>Burlington, Vt., Free Press</i>	<i>Worcester, Mass., Gazette</i>
<i>Manchester, N. H., <sup>Union and</sup> Leader</i>	<i>Bridgeport, Ct., Telegram</i>
<i>Lynn, Mass., Item</i>	<i>New Haven, Ct., Register</i>
<i>New Bedford <sup>Standard</sup> and Mercury</i>	<i>Meriden, Ct., Record</i>
<i>Salem, Mass., News</i>	<i>Waterbury, Ct., Republican</i>

## Agent Wants Central Information Bureau

How Such a Bureau Should Be Organized—Such a Step as a Logical Development of the Educational Work Being Done by Ad Clubs—Effects of Movement So Far

By St. Elmo Massengale,

Atlanta, Ga.

Portion of Address to Advertising Agents, Toronto Convention, A. A. C. of A.

THE educational propaganda of the last few years has taught all of us—the public, the advertiser, the publisher and the agent—just what each has a right to expect from the other, and every year sees more and more of the rights respected. The man who first suggested "Truth" as the keynote of advertising was inspired.

It is the corner-stone upon which the entire structure is reared and the educational work that is driving into the public mind the fact that advertising must be honest in order to be profitable is doing a splendid work.

Out of the chaos that comes in the evolutionary period of all things, there is beginning to appear a line of definite action which we are all called upon more or less to follow, and I believe that the time is at hand now when the Educational Committee of this Association can take up a line of agency endeavor that will be productive of much good to advertising in general and to agency service to the advertiser in particular.

In order to give sound advertising advice to the advertiser, it is becoming absolutely essential that the advertising agent have at his command a multitude of detailed facts upon which to base solutions to distribution problems.

The time has come when every problem which has to do with increased distribution must be thoroughly analyzed and often-

## Portland Express

**Largest Circulation of any Maine Daily**

### Portland

Maine's largest city. An all-the-year-round city—the wholesale and jobbing center of the State.

*JULIUS MATHEWS, Representative.*

### Some Facts About Fitchburg, Mass.

that advertisers ought to know. On Boston & Maine and N. Y., N. H. & H. Railroads, 50 miles from Boston.

122 Manufacturing establishments, employing 8,497 wage earners.

### 62 Different Products

Value of annual output, \$23,252,000.00.

(1910 Census Report)

### The Sentinel

Weekly, established . 1838

Daily, established . . 1873

#### SUBSCRIPTIONS

Weekly, \$1.50 per year; 6 mos. 75c.

Daily, \$5.00 per year; 6 mos. \$2.50;

3 mos. \$1.25; 50c. mo.

Circulation 5,264

*Julius Mathews, representative*  
Boston New York Chicago

## How to Use Motion Pictures in Advertising and Selling

The motion picture presents the most efficient advertising medium for many lines of business.

Modern business recognizes the value of motion picture advertising.

You can learn how others are using this twentieth century medium by reading **MOVING PICTURE PUBLICITY**, the monthly trade paper of the "ad-film" field.

A year's subscription costs but fifty cents or we will enter your name for a three months' trial subscription upon receipt of ten cents in stamps.

**Moving Picture Publicity**  
949 Broadway, New York

## Smoor's Sign System

**Two Hundred Dollars a Month**

will "take care" of

**West Virginia**

IN

Wheeling	Parkersburg
Huntington	Charleston
Clarksburg	Fairmont

### THE PRINCIPAL CENTERS

By an illuminated "center" display in each city at FORTY regular 10x40 painted bulletins equally distributed in each of the cities named, and contiguous interurban territory.

Executive Offices:

**Parkersburg W. Va.**

One Hundred Other Cities

times actually investigated in the field before intelligent plans can be laid for the expenditure of advertising money. When an individual agency attempts the accumulation of these facts, it requires time when time is valuable, and it often requires an outlay that the particular plan involved does not justify. Only a short time since, it became necessary for us to secure some definite information on the selling cost of a particular product.

We put a man in our territory for more than a week with absolutely no results.

It finally became necessary to invest something like \$500 in a northern trip in order to secure some information that was vital to the plan.

As a result, we are of course tabulating facts now as rapidly as possible, but for individual agencies to undertake this is a monumental work. There is a great deal of waste effort and incomplete statistics. It is my purpose to suggest a plan by which these vital facts may be at the call of advertising agencies at any time.

We find that the number of advertisers who looked at original cost to the exclusion of service has wonderfully decreased. More of them now seek service first, and for this very desirable condition we give full credit to the Educational Committee.

Here are my suggestions for the organization of a central information bureau:

That each member be approached on a basis of paying \$20 or some other proper amount per year to support this bureau.

That a competent man and force be put in charge of this work in New York.

That members of this bureau be entitled to ten investigations without charge, all additional investigations to be charged at one dollar each.

That when a request for information be made it will be referred to every member for answer and from these answers will be compiled a consensus report for each member.

Each member will be supplied with a binder for holding these reports.

Any member at any time can ask for any information bearing on sales, costs, statistics, methods or other information that will help in the practice of advertising.

That a register of advertising men (a sort of Pedigree Book) be kept for the information of employers. This to be a signed form by employee showing his abilities, term of service in the work, reference, samples of his work, etc.

### U. S. Steel's Exhibit

The United States Steel Corporation and subsidiary companies are planning a gigantic advertising exhibit for the Panama-Pacific International Exposition which will be held in San Francisco next year.

H. V. Jamison, advertising manager of the American Sheet and Tin Plate Company, of Pittsburgh, has been appointed director of exhibits for the corporation and all its subsidiaries.

Among the features which will be shown will be the process of manufacturing iron and steel products, from the mines where the ore is taken out of the ground to the production of the hundreds of products of the corporation. It is intended to show how the ore is transported both by rail and water, the dock operations, the production of coal, coke and pig-iron and thence to the specialized lines of manufacture. The exhibit will even go so far as to show how the by-products are produced and will show many of the products in practical use.

A motion picture show will be part of the exhibit and, through this medium, will be portrayed the operations of the corporation throughout all its departments.

This is the first time in the history of the industry that the United States Steel Corporation has planned a comprehensive exhibit or display of any kind embracing all of the subsidiary companies.

### Bargain Day at Soda Fountain

In an endeavor to increase the sales of its soda fountains, the Owl Drug Company, a retail chain-store corporation operating drug stores in a number of Pacific Coast cities, recently offered one dollar coupon books containing twenty five-cent soda checks for fifty cents.

The offer was for one day only, and the five Owl stores in Los Angeles are reported to have disposed of 12,000 books, and to have turned away 6,000 would-be purchasers after they ran out of books. The coupons were good at any time, and the special luncheon service of the soda fountains was emphasized in the advertising.

## The Largest Evening Circulation of any Daily Published in Massachusetts outside of Boston.

Worcester is the second city in the old Bay State. This great high-grade industrial City should be on the map of every sales manager and on the list of every advertising manager.

## Worcester Massachusetts Evening Gazette

The Gazette has quantity of circulation—more than 20,000. The Gazette has quality of circulation—most people worth while.

*JULIUS MATHEWS, Representative.*

# TRAVAIL

By Daniel Carson Goodman, author of "Hagar Revelly," is a serial that begins in the July issue of **PHYSICAL CULTURE**. It will pay any advertising man to ask his newsdealer what sort of people buy

## Physical Culture

and what number he disposes of monthly.

We believe that advertising men who *know* what sort of circulation and clientele **PHYSICAL CULTURE** has, cannot fail to recognize that it stands alone in its field. It may surprise *you* to learn the truth about the magazine and the work for which it stands.

New York Office: 1 Madison Avenue  
O. J. ELDER, Manager

Chicago Office: Peoples Gas Building  
W. J. MACDONALD, Manager

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLER, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30. quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, JUNE 25, 1914

## A Federal Trade Census

In urging the taking of a Federal Trade Census, to ascertain the number of retailers and jobbers in different lines of business, as well as the facts concerning ownership, gross sales, etc., the American Statistical Association, Boston, is rendering business men a service. Melvin T. Copeland, instructor in Commercial Organization, Harvard University, discusses the subject at some length in the latest issue of the association's quarterly publication. As every advertising man knows, the selling cost and the cost of distribution are frequently as great, or greater, than the cost of production, and it seems illogical for the Government to take cognizance of the factors of production (in the agricultural census and the census of manufactures) and leave the factors of distribution to be "estimated."

In connection with the problems of price-maintenance alone, such an official enumeration would be invaluable, and a comparison of the results of two census periods would be doubly important.

Is the independent retailer being crowded out by the chain-store and the mail-order house through the system of quantity discounts? If so, in what lines of trade is it most apparent? Those are questions which the applicants for price-maintenance legislation would like to have answered authoritatively. The evils of price-cutting will remain largely argumentative until some broad presentation of its results is made by a disinterested agent.

The problem of price-maintenance is only one of many which such a census would help manufacturers solve. The statistical function of the Government could scarcely be turned to a more useful purpose, and we hope to see Mr. Copeland's suggestion bear fruit.

## American Advertisers in Canada

James J. Hill's recent advice to the American Bankers Association to cultivate Canada, predicting that Canada will soon be our best customer, seems to be echoed in the announcement of the Welch Grape Juice Company that it is planning a Canadian factory and will make a determined effort to get Canadian business; an announcement which is the more significant, following as it does the decision of the Canadian Kodak Company, a branch of the Eastman Kodak Company, to enlarge its factory to many times its present capacity.

The reason for this activity is justified by statistics which show that during 1913 Canada bought over \$449,000,000 worth of American products, an increase of something like 200 per cent within the last ten years! Such a tremendous gain leaves little room for doubting the increasing popularity of American goods in the Dominion. If Canadians were ever prejudiced in favor of "Made-in-Canada" products, these figures suggest that such a sentiment is fast passing. Customs "red-tape" and a preferential British tariff may be obstacles, but evidently not as serious as painted.

PRINTERS' INK has many times

called attention to the opportunities which lie north of us. The evident success which is following the efforts of Americans in Canada, as for example the Eastman interests, and the further fact that in 1913 Canada's trade with American countries was 58 per cent of the total, turns what was once an opinion into an existing condition.

Good government, natural wealth and normal prosperity have done much to open up this northern market. It is still in the making. Those advertisers who pioneer this field, who are wise enough to enter the market before it is closed against them, who advertise in Canada and perfect distribution there so that the Canadian circulation of the American publications which they use will be put to work, will not go amiss. As Mr. Hill told the bankers: "We exult in a six-hundred-million-dollar balance of trade. But we must analyze. Our eyes look east and south and we refuse to understand the advantage already ours. We refuse to realize what we might enjoy if we had looked north instead."

**Some "Remarkable" Advertising Achievements** Probably any advertising agent can tell us that he still runs against businesses which "can't be advertised," but the ranks of that once formidable army are growing thin. It is not easy to think of an industry in which, somewhere or other, somebody has not successfully made use of advertising. In that sense the pioneer work has largely been done, though every non-advertiser still presents more or less of the characteristics of a brand-new problem.

Unless we turn our attention to it, we are not likely to realize just how widely advertising has been applied to the solution of business problems, in connection with which, up to a few years ago, it would have been the last thing thought of. There is a feeble and overworked bromide to the effect that "advertising does some remarkable things

nowadays," which we are accustomed to accept at its face value and go on with the business in hand, much as we should react to a remark about the weather. Let's take a few minutes, however, to discover a few of those "remarkable" things. It will not require a long nor very diligent search.

In **PRINTERS' INK** for May 21 was published an account of the advertising campaign of the Cincinnati Zoo, describing the use of car-cards and booklets to stimulate interest in the zoo, with the ultimate purpose, not of earning a profit, but of making the institution self-supporting. Modern developments, such as the automobile, the "movies," etc., had distracted attention from the zoo, and something was necessary to draw it back again. Advertising was used to increase the sale of admission tickets to the zoo, just as if the product advertised had been shoes or soap.

Furthermore, that same issue of **PRINTERS' INK** contained a description of the "Safety First" campaign on the railroads, and how the appeal has been adapted to the advertising of certain commodities. The announcement that 111,000,000 passengers were carried on the Pennsylvania during 1913, without a single loss of life, is another of the "remarkable" things which advertising helped make possible.

A week later **PRINTERS' INK** for May 28 published the story of the first dental filling to be advertised to the general public. Here is a serious break in the ranks of the "can't-be-advertised" products. Only a few pages farther on was the campaign of the black-walnut lumber interests for the purpose of bringing that once popular material back into favor. "Black walnut is, out of date, and, besides, it is scarce," says popular opinion. A few years ago that notion would have formed the best of reasons for *not* advertising.

The list could be continued almost indefinitely. There is hardly an issue of **PRINTERS' INK** that does not contain some unusual

application of advertising principles. In the June 4 issue, George B. Lester, vice-president of the Fleischmann Company, Cincinnati, tells how his company stimulates the sale of yeast to bakers by persuading the public to eat more bakers' bread; in the June 11 issue is the national campaign for the John R. Thompson chain of restaurants, and the Schoolmaster comments upon the scheme of a large philanthropic organization to use advertising for soliciting contributions from those who cannot be reached by the time-honored methods of working through the churches. Nobody would be likely to assert, after this hasty review of only four issues of **PRINTERS' INK**, that advertising is not progressing.

### **Exit the Clayton Bill**

At the eleventh hour the Senate Committee on Interstate Commerce gave up trying to grope its way through the mischievous and mystifying "definitions" of the Clayton Omnibus Bill, which had been passed by the House, and substituted therefor a few significant paragraphs in addition to the Federal Trade Commission Bill. That is the substance of the latest reports from Washington, and it is added, on pretty good authority, that the Administration forces will be satisfied to abandon the Clayton Bill entirely if the Trade Commission Bill in its present form can be passed.

Instead of striking at specific acts which may be wrongful under certain circumstances and entirely innocent under other conditions, the sections added to the Trade Commission Bill embody the whole intent of the anti-trust legislation in the following sentences:

*"That unfair competition in commerce is hereby declared unlawful.*

*"The commission is hereby empowered and directed to prevent corporations from using unfair methods of competition in commerce."*

The bill gives to the commission

certain powers of investigation, and the power to issue orders directing corporations to cease from acts which are deemed unfair. The Bureau of Corporations has exercised a similar investigative function for years, and that branch of its activity is merely transferred to the newly created Trade Commission. As for the restraining orders, it is provided that if a corporation does not see fit to obey them, the commission shall proceed by bringing suit in the appropriate United States District Court. Hence the orders of the commission are not ultimately enforceable until they have been brought up and passed upon by the courts.

The bill further provides that any employee of the commission who makes public any information gained during his employment, without the authority of the commission or of a court, shall be subject to a fine of five thousand dollars or imprisonment for one year.

From the foregoing it is evident that in this bill we have something quite different from the many unsettling proposals to write a definition of fraud on the statute books. Whether or not it will really clear up the "debatable ground" left by the Sherman Act is itself a subject for debate, and a good deal will depend upon the way in which the commission goes to work, but our attitude towards the measure is distinctly hopeful. Germany has had for a good many years a very similar law, which has worked superlatively well.

It has been intimated that business men are blindly opposed to any legislation affecting business. We do not think so. But if anything is certain, it is that business needs a rest from ill-digested proposals to reform business. The Senate's amendments seem to be pretty well considered, and they are supported by foreign experience.

Furthermore, we are told that if this bill is passed we may have peace, so the present looks like a good opportunity for business to say "Amen."

# July 1908—July 1914

## LIFE +

When we began digging for LIFE six years ago we found a structure with wonderful foundation and building possibilities.

We invited you to "watch LIFE grow."

We came out and quoted circulation—42,000 then.

Today 'way in excess of 200,000 and an advertising power well recognized.

LIFE just grows because the people want it, and therein lies its exceptional advertising power.

Yes, we have had six happy, progressive years.

Add LIFE to your coming list and "watch your business grow."

Gee. Bee. Are.

Life's Advertising Manager, 31st Street, W., No. 17, New York.  
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago.

## Fake Schemes Directories Are Fighting

**The Relentless Campaign Carried on Against Clever Advertising Swindlers by the Association of Directory Publishers—The Crook Who Invented a Method that Enriched Him—Run to Earth**

**By Reuben H. Donnelley**

Of R. R. Donnelley & Sons Company,  
Chicago

[EDITORIAL NOTE: In his address at Toronto this week, before the Convention of A. A. C. of A., Mr. Donnelley told how energetically the Association of American Directory Publishers has been prosecuting fake schemes in its field. He asked for the co-operation of the Vigilance committees in the work of cleaning up. His address is worth printing in large part, not only because of its inherent interest, but also because the information disclosed may well put business men on their guard.]

**T**O many of us the members of the different directory gangs are familiar, and their methods an open book. To those, however, who have not been engaged in the fight it might be of interest to know something of their habits and the magnitude of their operations.

The originator of these ingenious schemes to mulct the advertising public was one Stanley Francis, an Englishman, originally from London, who came to this country by the way of Australia. Shortly after his arrival in San Francisco he published a small directory in that city known as the "Business Register." He then came to Chicago and produced one issue of a similar publication for the city of Chicago.

Legitimate profits, however, were too slow for him. His first scheme for obtaining more than his due was to collect on the same contract as often as possible, anywhere from twice to five or six times. Should his victim discover the fraud he would explain it by a mistake in bookkeeping or a dishonest collector. By this method, however, he could only steal small amounts, and in addition to this it was necessary

for him to actually publish a book at least occasionally, which to him was thought to be a waste of money.

He then evolved a scheme which with some variations has been followed by all fraud directory advertising men ever since. He first printed a few copies of a business directory containing the names of the prominent firms in several of the larger cities. He then put out solicitors soliciting patronage for this publication, and obtained a number of contracts for small amounts, generally \$2.00 for printing the name in caps. When the orders were presented for collection the advertiser when paying his bill was also asked to sign a so-called "Has Paid." The "Has Paid" was a printed form which read as follows:

THIS IS TO CERTIFY, That —, the undersigned have this day PAID for advertising ordered inserted in the \_\_\_\_\_ Dept. of your  
DIRECTORY Edition of \_\_\_\_\_ the sum of  
\$\_\_\_\_\_ DOLLARS  
as per contract shown payable after publication.  
O. K. \_\_\_\_\_ Name \_\_\_\_\_  
Collector \_\_\_\_\_ Per \_\_\_\_\_  
O. K. \_\_\_\_\_ Street \_\_\_\_\_  
Manager \_\_\_\_\_ 189

The amount paid was written in carelessly in pencil, and the name of the directory instead of being printed was also written in in a like manner.

If the advertiser would inquire why he should sign such a paper when he was paying his money the collector would explain to him he was giving up the original contract, and he wished this certificate to send in with his collections to the main office which was always conveniently situated in a city other than the one in which he was collecting. This document was so carefully worded that by cutting off the end it changed it from a certificate of having paid money into an order for advertising, and a promise to pay more money. The amount originally paid and the name of the directory being written in pencil was easily erased and raised to such an amount as they thought the intended victim

would stand, anywhere from \$50 to \$500.

The cover was then torn off the old directory, a new cover put on with a new name, a new title page, and a full page advertisement set up for the intended victim and tipped in the book, the edges being sand-papered so it would not show it was not a part of the original work. The contract was then dated back a few months and was then ready for collection.

Most victims would look at the signature, see it was genuine, and pay the bill without any great amount of investigation, with the idea in mind that they probably investigated before they went into it. Even those who protested they had never given such an order were easily convinced that they must have done so as the signature was genuine, and they would end up by paying the contract. When this payment was made another so-called "Has Paid" was signed, and this was treated in the same manner—the amount changed, the name of the publication changed in the contract, and the old book doing service under a new title. Within a few months, and sometimes within a few weeks, the new contract was presented for payment, and the endless chain started to work.

Some few firms would refuse to sign the "Has Paid" or would sign carelessly with pencil and initials so it was not safe to use the signature. They, however, had other methods of securing what they wanted. One was a blank form asking for directory information. At the bottom there would be quite a wide space left above the lines for the signature. When these blanks were returned filled out with the signature they would simply cut off the information portion and print in an advertising contract over the signature.

Another method would be when making collections to ask the advertiser if he did not wish to buy a copy of the directory. He would ask the price and they would generally put it high, \$15

or \$20, and the advertiser would refuse. They would then say inasmuch as he had been a pretty good advertiser if he would pay the expressage they would send one free of charge, being anxious to get a large circulation. The advertiser would then sign a blank on which would read that he promised to pay 25c or 50c expressage on the book when sent to him. This was printed in lines far apart, so by cutting off the top line and printing in two other lines they again made an advertising contract.

They occasionally even resorted to the tracing of signatures, using a box with incandescent light and ground glass top. This method, however, was very dangerous as experts by the use of magnifying glass could very easily distinguish it from an original signature, and after one man was sent to the penitentiary this method was abandoned entirely.

#### ORIGINATOR INDICTED

While Stanley Francis was the originator of this scheme he of necessity had to employ a number of sharp men as collectors. These men undoubtedly were in the beginning innocent of the kind of paper they were collecting on. It, however, did not take them a great while to fall to the game, and instead of making collections on a 10 per cent basis and turning in the 90 per cent they kept the 90 per cent, and only turned in the 10 per cent, or at the earliest opportunity stole a set of sheets from Francis and started out to work for themselves.

In this way started several coteries of men who have worked these methods throughout the country. Stanley Francis himself was indicted in Chicago. He jumped the State, and afterwards sent word to the writer if he would allow him to come back and settle up his affairs he would never again have anything to do with fraudulent advertising business, for as he expressed it, there was no longer any money in it for him. He was never allowed to come back, and as far as we

know he got out and kept out of the business.

He afterwards became nationally notorious as the head of the so-called Story Cotton Company, of Philadelphia. He had offices in almost every other large city in the country, and he worked a gigantic fraud which was supposed to have amassed for Francis a fortune anywhere from one to three million dollars. His Philadelphia office was raided, he was arrested and sent to the penitentiary.

#### IMMENSE SUMS COLLECTED

The several gangs who started in this manner have collected an immense toll from the American business men.

The association in these investigations found one wholesale grocery firm in Pittsburgh which paid over \$6,300 in less than three months. The writer in his investigations in St. Louis found one of the big banks there that had paid several thousand dollars in less than six months. The method used was very ingenious. They would collect one day from the cashier, secure his signature to a "Has Paid." After doctoring the "Has Paid" within a few days would call on the bank, but this time wait until the cashier was out of the bank, and collect from the president, securing his signature to the "Has Paid." They would then collect the president's signature from the cashier, etc. In fact, the bank did not discover anything was wrong until the writer showed it how it had been victimized.

In a raid made on one of the offices in Chicago by the United States Assistant Attorney from Brooklyn collection slips were discovered which showed that an amount of over \$60,000 had been collected in less than nine months. The aggregate collections of these different groups ran into the hundreds of thousands of dollars.

This will give you an idea of the methods and magnitude of the operations of these people.

The Association of American Directory Publishers started

many years ago in its attempt to stamp out these practices and has spent many thousands of dollars and a great amount of time and trouble in so doing. It was the worst kind of a fight; first, because we were a small association, something over thirty members, trying to cover the entire country, fighting a gang of the smartest crooks in the country, backed with money and political influence; second, because it was almost impossible to get advertisers to go through with the prosecution after they had been shown they had been victimized. They either did not wish the trouble of prosecution, or else were ashamed to let people know they had been robbed by apparently so palpable a fraud.

When we were able to get them to swear out warrants it was with the assistance of the police, and even then they seemed to think they were doing the publishers a favor instead of our favoring them by using our time and money to help them. This made prosecution very hard to start, and still harder to win. These fakers worked out a very complete system of protection and defense, and in some cities had back of them some very influential politicians.

We are reliably informed that in at least one city, if not more, they were even protected by certain police officials, whom they gave a division of the spoils.

#### GOT MEN "HIGHER UP"

We did, however, succeed in making a number of arrests throughout the country. In most instances we got only the collector who claimed he was innocent of any wrong doing, and generally got off with a fine or had his case continued and was let out on cash bail, which he invariably jumped. In fact, our work has enriched many county treasuries.

We did succeed in some of the prosecutions in reaching the men higher up, and have sent several of them to the penitentiary, and for a time broke up the business so there was very little, if any,

work of this kind done. Within the last two or three years, however, all of the men who were serving penitentiary terms have either finished their sentences or been pardoned and within the last few months, especially since the death of our late secretary, Wm. H. Bates, who was unrelenting in his prosecutions, they have commenced to operate again. Either the old offenders have again gone back into the business, or others have started into the game.

It is almost impossible for the directory association alone and unaided to stamp out this system, and even what has been accomplished has been accomplished at a great sacrifice to some of the individuals and to the exchequer of the association. Mr. Bates, before his death spent weeks and months in the ferretting out and prosecuting of these people, and anyone of less nerve and strength of purpose would have given up. Not only was it the hardest work to secure help from the victims, but in a good many cases it was

hard to arouse the activities of the public servants. Mr. Bates himself was hounded and threatened from all sides, and on a number of occasions was warned if he did not let up he would receive bodily injury and was even threatened with death. It is not our desire to send men to prison, even these men, and we have only done so as a means to crush out this crime.

The easiest way to blot out this system is to make it unprofitable. This can be done by education. What we have to suggest is that the Associated Ad Clubs undertake this plan of education.

### Advertising Ordinance in Louisville

A movement has been started among advertising men in Louisville, Ky., in favor of an honest advertising law, and an ordinance for presentation to the general council is now being framed. It is said that the city authorities are favorable to the measure.

In the event that the Louisville ordinance is put into effect, steps will be taken at the next meeting of the Kentucky Legislature to have the PRINTERS' INK Model Statute presented.



**Send for this new book of 109 suggestions in metal novelties, such as fobs, stick-pins, paperweights, pocket coins, trays, cigar-cutters.**

**Or send us your advertising slogan, and we will submit original design.**

**Or write for sample metal novelty stating your line of trade.**

**S. D. CHILDS & COMPANY**  
126 SOUTH CLARK STREET  
CHICAGO

Write for New Book No. 5

## How Changes in Farming Affect Advertisers

A Description of the Forces That Have Made the Farm the Market It Is—Development Has Been So Rapid and Revolutionary That Advertisers Must Have New Data on Selling Conditions

By H. C. Klein

Adv. Mgr., The St. Paul Farmer and the Farmer's Wife

Address Delivered Before Toronto Convention, A. A. C. of A.

THE vast fortunes of the Rothschilds were founded upon a system of securing accurate information. This system was started 150 years ago by Ansel Rothschild, then a provincial banker. He conceived the idea that if he could know absolutely what clothing the people of all the interior European provinces were wearing and what food they were eating, then he would know whether or not a merchant who came to him to borrow money was buying the right kind of stock. Ansel Rothschild, therefore, established business correspondents at every important point in the provinces.

This system soon gave the Rothschilds, as bankers, an advantage over all other European bankers. To-day, in the main office of the Rothschilds at Antwerp, are to be found accurate charts, constantly brought down to date, which show every detail of the world's business situation—retail sales, wholesale sales, building operations, transportation conditions, crops, manufacturing conditions and the money market in every city or community of consequence on the globe. It is even said that these reports in Antwerp are more nearly perfect for our own American cities than any reports that can be found in the offices of any bankers or business men of these cities themselves.

Upon such accurate information the fortunes of the Rothschilds have been builded.

There are, however, to-day, throughout America, countless

manufacturers, merchants and distributors whose ultimate consumer is the farmer; and yet some of these manufacturers, merchants and distributors are in profound ignorance of actual farming conditions. They do not realize the changes which have taken place in agricultural America in the last five years, or even in the last decade; and, unless they awaken to these changes and bring their own business to a point where it can efficiently serve the modern farmer of to-day, they must eventually find themselves without clientage and with receivership staring them in the face.

The changes which have taken place in American agriculture in the last ten years, even in the last five years, have been fundamental and far-reaching. They have amounted to a revolution in methods of farming, products marketed from the farms, merchandise consumed on the farms and living conditions on the farms.

The United States is essentially an agricultural country, and for many years prior to the last decade it enjoyed the cheapest food supply in the world, with an abundant export surplus. Consequently, the country at large has been growing like a rank weed for 50 years or more.

Only within recent years has the high cost of living created a cycle of enforced hardship all along the line. From the poorest to the richest, a problem of readjustment has been raised.

### READJUSTMENT PROBLEM

This problem is fundamentally a farmer problem. We must have people on the land if we are to have a satisfactory national existence, and these people will not stay on the land unless they are satisfied with social and economic conditions there. They must be able to produce food at a price which will pay them a profit and which will yet be low enough to enable the consumer to buy it and live; otherwise neither the farm nor the city can prosper.

During the last 40 years we have opened up to cultivation the

largest portion of the immensely productive Mississippi Valley States. During the last ten years we have increased the area contained in farms in 12 Western States by 62½ million acres, or three times as much farming land as the entire farm area of the New England States. In other words, we have been passing through an era of expansion in agriculture extending clear over into the Canadian Northwest. There has been, in consequence, a constantly increasing demand for all manner of manufactured goods to be exchanged for agricultural products, and, until very recently, most of these agricultural products have been sold for less than the cost of production.

#### FREE LAND IS GONE

The land "crop" of the West is nearly harvested. There will never be another such crop. Vast areas are still to be brought under cultivation, but they are the areas which require irrigation or other methods demanding a similar large expenditure of capital. The "easy" land—the land ready for the immediate touch of the plow—is all gone.

Our new lands first came under the dominion of the pioneer farmer—the land conqueror—and while he was in his heyday the factories which supplied him doubled each year to keep pace with his demands.

The cycle of change through which every new agricultural State has gone has been this: First, the land pioneer—the exclusive grain grower. He harvests where he has not sown and cashes in on the virgin fertility of the soil. Our Mr. J. J. Hill has likened him to the miner. Eventually, however, the weeds overtake Mr. Grain Farmer and his lands begin to blow, to bake or to get sour because of abuse. Nature rotates her crop, but Mr. Grain Farmer does not. Finally, he awakens to the necessity of a change and the agricultural doctor says, "Follow Nature's plan and grow a variety—mix in a corn crop or some clover or alfalfa," and then Mr. Grain

Farmer, who must take the doctor's advice or move to a new country, finds on his hands a lot of unmarketable roughage, such as fodder and hay, which he can sell to advantage only through the medium of live stock.

Enter the beef steer and dairy cow. Creameries now flourish where grain elevators were formerly the only buildings. The hum of the binder and the threshing machine gives way to the purr of the cream separator and the feed grinder. The era of fat banks and fat pocketbooks at harvest time only gives way to an era of ready money each month. The depleted grain soil is restored to its virgin richness through live stock fertilization, and an entire farming population has changed its habits, changed its desires and changed its ways of living.

#### THE NEW FARMER

This is what is happening and has been happening all over the West for ten years; yet many manufacturers do not know it and are wondering what has become of Mr. Grain Farmer's trade. I am constantly surprised at the wide gulf of misinformation which exists between the man on the farm and the business man who deals with the farmer at long range. The oldtime farmer trusted to luck to get the proper profit from his crop, whereas the new farmer studies the business side of farming. Many business men, even to-day, trust to luck finally to place their products on the farm without having the remotest idea of the conditions that exist on that farm.

Fifteen or twenty years ago they raised steers in great quantities on the ranges of the West and South. Iowa, Illinois and Indiana farmers went to Chicago, Kansas City and Omaha, where these unfinished steers were shipped to market at two or three years of age, and took them for finishing back to their farms. There the steers consumed the vast quantities of cheap corn, which sold for more money when it walked to market on four legs

than when it was hauled in a wagon. These steers were fed 90 to 120 days, fattened and shipped to Chicago, or even to Europe. Those were the happy days when beefsteak in abundance found its way to the workingman's table. But the ranches are now in farms, and the cattle are gone. The corn belt must raise its own feeding cattle. Beef steers have decreased 20 per cent in number in the last ten years and the population has increased 20 per cent.

#### IMPORTANT SOCIAL CHANGES

With these physical changes have come social and economic changes of even more importance. The consolidated school, with its grades, has taken the place of the little one-room schoolhouse; and the agricultural high school, which soon will be in every county, offers the young folks complete courses in vocational education, especially in agriculture. The county agricultural adviser goes from farm to farm, or meets the farmers in clubs, and serves them in the same capacity as the efficiency expert serves the business man. Co-operative creameries have developed everywhere. In Minnesota and Wisconsin we have nearly 2,000. There are also co-operative elevators, where the farmers store and handle their own grain; co-operative laundries, which do away with wash-day on the farm; co-operative shipping associations with representatives in the leading markets, which insure the farmer the highest prices for his products and the most direct route to the consumer. There are farmers' clubs in every community organized for discussion of community problems and the furtherance of community development. Even successful mothers' congresses are being held in the country schoolhouses by farm women and for farm women. All these forms of community effort are changing the old conditions of farm life and developing a new condition in which the farmer and his family become efficient, broad-minded citizens of the world, rather than

individualists in a small community.

The automobile on the farm is one of the most striking evidences of this change in development. In Minnesota approximately 47 per cent of all the automobiles in the State are owned by farmers; and in most other Middle-Western States the proportion of farm-owned automobiles is equally great.

In this connection I want to point out that the automobile has been one of the greatest agencies, if not the greatest, for the advancement of the farmer to better living.

Without the automobile, the farmer was limited to a restricted territory and could know intimately only that which was taking place in his immediate neighborhood.

To-day it is possible for him to drive into the next county, and even into the next State, where he can see what other farmers are doing and the progress that is being made along lines that may have been neglected in his home community.

When Mrs. Farmer and her daughters visit the home of another farmer, all new furnishings and conveniences are noted and this particular farm family has thus become inspired with the idea of improving its own home. The same inspiration is also given to the family visited, as the automobile means frequent visits, and it is the desire of the women-folks to have a brighter and better home and more comforts for their friends.

Both from an economic and social standpoint, the good that the automobile has done in the country districts cannot be measured in dollars and cents.

#### Anderson, President Adcraft Club

Lee Anderson, advertising manager of the Chalmers Motor Company, has been elected president of the Adcraft Club of Detroit by the recently elected executive committee. Henry T. Ewald, of the Campbell-Ewald Advertising Company, Detroit, was elected vice-president.

## Cincinnati Merchants to Advertise a Street

The Main Street Merchants' Association, of Cincinnati, plans to begin a campaign of newspaper advertising on a co-operative basis for the purpose of letting the Cincinnati public know the advantages of doing business on Main street.

"Shop on Main Street and Save Money" is a slogan which will be used by the merchants to get their share of business, in face of the tendency of shoppers to go to the busier retail business section two and three blocks west.

## Spokane Dealers Want Lower Prices

Spokane, Wash., grocers are opposed to the operations of factory canvassers, who solicit consumer trade and turn the orders over to the grocers to be filled. These grocers are considering the adoption of a plan to refuse to accept and fill these orders.

The members of the association say immense sums are spent in canvassing housewives with a view to forcing dealers to stock certain lines, notwithstanding dealers are overloaded on competitive goods. They assert that the proper course for manufacturers is to reduce the wholesale prices, thus giving dealers a real incentive to push their lines. They maintain that if the

money spent in canvassing were given to dealers in the way of price reductions, the manufacturers' results would be greater, because the dealers would give them a much larger volume of trade than they can give under present conditions.

## Grocery Chain Started in Louisville

The Jones-Hughes Company has been incorporated in Louisville, Ky., with \$200,000 capital stock for the purpose of operating a chain of grocery stores. The members of the company are Lawrence Jones, Robert E. Hughes, Saunders P. Jones and Warner L. Jones. The company will operate stores known as Quaker Maid Groceries. All goods will be sold for cash, none will be delivered, and reduced prices will prevail. It is said that the system will be modeled along the lines of the Bowers string of stores in Memphis, Tenn., which was recently described in *PRINTERS' INK*.


The new company has already put eight or ten stores in operation, and expects ultimately to have between 75 and 100. It has started selling bread at three cents a loaf.

Edgar O. Hobbs, until recently advertising manager of the Martins Ferry, O., *Times*, has taken charge of the service department of the Nemyer Advertising Agency, Wheeling, W. Va.

# 1847 ROGERS BROS.

*"Silver Plate that Wears"*

Spoons, Forks, Knives, etc., of the highest grade carry the above trade mark.



CHROMWELL PATTERN

Guaranteed by the largest makers of silverware.

Send for Catalogue "P"

INTERNATIONAL SILVER CO., BOSTON, MASS.  
Successor to Meriden Britannia Co.

NEW YORK    CHICAGO    SAN FRANCISCO

# SLIDES

HAROLD IVES COMPANY INC.

Metropolitan Life Building New York

# SLIDES

# The Little Schoolmaster's Classroom

NOT so very long ago, the Schoolmaster called up the advertising department of a typewriter concern and stated that he wanted to buy a machine. "Will you take the order?" he inquired. "No, sir," came the prompt reply. "This is the advertising department."

"I know that," said the Schoolmaster. "But isn't it the function of the advertising to sell goods?" And thereupon the voice on the wire assumed a tone of finality: "We have nothing to do with sales. Call up our sales office at number blank, Dash Street."

The Schoolmaster *did* call up the sales office—of another typewriter concern, and a machine was installed the next day.

A week or so later the following letter arrived from the Cape Cod Specialty Company, Inc., of North Truro, Mass.

We need a new typewriter—the fact is obvious (the letter was poorly typed)—have needed one for some time.

Some four months ago I wrote the manufacturers of the style of typewriter which I have used for many years, in fact the only style, asking for price, etc., on machine for general use.

They wrote me stating that they had so many typewriters at so many different prices that they could not answer my question, but that their Mr. Blank would call on me in a few days. "Only this and nothing more."

The four months have passed and Mr. Blank has not yet appeared, neither have the manufacturers made any attempt to get any further information as to the machine best adapted for our use.

In the meantime, however, I have noticed some full-page advertisements of this same manufacturer appearing in magazines having aerial rate cards, evidently inserted in the hope of inducing users of typewriters to buy their machine.

The query arises in my mind as to whether or not it is of any use for a small man to try, when a large concern falls down in this way.

The above is not written in a spirit of fault-finding. The North Truro man asks the pertinent question when he wants to know "whether it is any use for a small

man to try when a large concern falls down." He begins to doubt the value of advertising as applied to his own business, and from that date he takes all advertising at a higher rate of discount. Mistakes sometimes happen in the best organized concerns, and it is not always profitable to take salesmen off big prospects to look up the small buyer. But the very fact that a concern advertises is, or ought to be, a guarantee of courteous treatment and equal opportunity to all. People quite rightly expect better service from the manufacturer who advertises than from one who does not, and they ought to get it.

\* \* \*

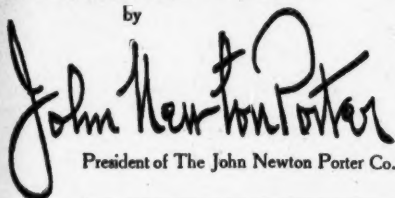
Varied and versatile is the follow-up of the Wisconsin State Immigration Commission which is sent to those who answer the commission's classified ad offering free information concerning the soil, climate and crops of the State. The first letter is arranged as nearly as possible to meet the specific interest of the prospect, giving his statistics along any definite line he may happen to indicate—usually stated in comparison with the statistics of the locality in which he lives. Following the first letter, the form-letter series begins, and the prospect receives letters from the College of Agriculture of the University of Wisconsin, the State Board of Health, the Extension Division of the State University, the State Horticultural Society, the Wisconsin Live Stock Breeders' Association, and the Secretary of the Highway Commission. Following these are more statistics from the Immigration Commissioner, in two more letters.

The last letter in the series is a "teaser"—even a State Board can unbend its dignity, it seems. The letter reads:

When I picked up your letter to write you again, one of my stenographers remarked, "Really, Mr. Packer, I am beginning to feel that Mr. G— doesn't

## TWO-MINUTE TALKS

by



President of The John Newton Porter Co.

5

**M**R. WAYBACK thought—years ago—that a traveling salesman would be an *extra expense* to his organization, that newspaper, outdoor and magazine advertising would be *extra expenses*, so he dreaded to *increase his expenses* lest his competitors should undersell him.

**H**OWEVER, he was finally induced to assume those *extra expenses* and ere long actually began to **UNDERSELL** his competitors. But, strange to say, Mr. Wayback's business evolution is not complete yet. He told me the other day that "a premium plan means additional expense, and that expense must necessarily come out of present profits or out of the goods."

**I** WISH to convince YOU, as I did him, that the premium plan, intelligently adopted, does not increase the cost of doing business, but substantially *lessens* that cost—that it is an economic fallacy to suppose that the cost of premiums must either come out of the goods or out of the profits—so I have printed an unpretentious little 8-page book, "The Premium Plan from an Economic Standpoint," which I wish to send to all sincere "doubting Thomases" and "gentlemen from Missouri." I will also send some most convincing **EVIDENCE** of the effectiveness of the premium system of sales promotion, and will gladly explain how your premium department can be conducted through our "Clearing House" methods without tying up a cent of your money in premiums, and without paying for coupons, stamps, etc., that may never be redeemed.

**M**ANY of the largest concerns in America have found it easier, cheaper and more satisfactory to discontinue their own premium departments and "clear" through us. Some of these concerns do not give premiums to the *consumer* at all, but only to the jobber, retailer or his salesmen. Such live publications as the Metropolitan Magazine, Farm Journal, Boyce's Weeklies, etc., use our service in building circulation through the giving of premiums to agents only. Are you interested?

For Previous Talks  
See P. 1.  
Feb. 26,  
Mar. 26,  
Apr. 30,  
May 28.

## THE JOHN NEWTON PORTER CO.

The National Premium Clearing House  
Dept. 10A 253 Broadway, New York

## Who Wants a Sales Manager—Plus?

Here are facts that will enable you to decide whether or not I am the man you are looking for.

### Experience

Started as a "cub" salesman, 14 years ago. Am now assistant to general sales manager. My job, in recent years, has been to educate customers, to break into new territory, and to increase sales in territory where our goods are already on sale.

My work brings me into contact with business men, from the little fellow, just starting out, to the biggest corporations in the country.

### Qualifications

Ability to recognize the possibilities of and market for a given product.

To analyze sales conditions in a territory.

To direct efforts of salesmen along most productive lines.

To supplement salesmen with ideas and suggestions increasing their productivity.

### Personal

Thirty-seven years old, married, graduate of Yale. Home, New York City.

### What I want

A connection that will give me a bigger opportunity than my present one.

A salary that is at least \$4,000 a year.

Address A. T., Box 189, care  
PRINTERS' INK.

realize how well he could make good if he would come to Wisconsin." (She's smiling now as she takes this down.)

That's exactly how all of us around the department feel, every one from the chairman of the board down the line.

If you stop a minute to think about this I know you will realize that we are absolutely sincere in this statement. Why not make plans to visit Wisconsin and prove it to your own satisfaction?

Then please write me; your letter will have my personal attention the moment it arrives. I am enclosing stamped envelope for reply.

With kindest regards,

It is reported that the "teaser" letter was tried out on a list of 500 prospects, of whom 196 replied, and 43 bought land in Wisconsin.

\* \* \*

The publisher of the Escanaba (Mich.) *Mirror* queries the Schoolmaster as to his responsibility for typographical errors in setting up advertising copy. It seems that the *Mirror* had made a mistake in an advertised price, setting it up less than the copy read, and the proofreader missed it. The advertiser charged the newspaper with his loss on the item, which amounted to \$25, and the publisher wants to know whether there are any legal precedents upon which he can proceed against the advertiser.

\* \* \*

So far as the Schoolmaster can discover, no case of the sort has ever been decided in the courts. The secretary of the American Newspaper Publishers' Association reports that he has no record of any court decision on the subject, and he was not able to suggest anyone who might be likely to have such information. As a matter of fact, it is a wise policy for a newspaper to "make good" on such errors, and most of them do so whenever the advertiser requests it. Don C. Seitz, business manager of the New York *World*, says that ever since the advent of the large department stores in New York, about 1897, and prior to that date in Chicago, it has been the custom of the *World* to reimburse advertisers for all losses caused by errors in its advertising columns, no matter how large or how small. That course

is dictated by business policy, without regard to the legal aspect of the matter.

\* \* \*

The same policy is followed by the New York *American*. Howard Davis, the business manager, says that as soon as an error occurs he makes a settlement with the advertiser at the earliest possible moment. Only recently a mistake was made in the price of a five-pound package of sugar, in a big Sunday advertisement of the O'Neill-Adams department store. The store intended to sell the sugar at cost, but the price quoted in the advertisement was ten cents less than cost. In spite of the fact that the item appeared in six-point type, and the price was displayed in type not larger than 12-point, women are so well posted on the price of sugar that the store had a big run on the item. The sales slips were submitted to Mr. Davis, and it appeared that the store had lost upwards of \$1,600 by the newspaper's mistake. Mr. Davis argued that the store had derived some benefit, inasmuch as the item had attracted a great many mail-order customers as well as new customers to the store, and the claim was finally settled by the payment of \$900 to the store.

Your Schoolmaster always admired the man who could take a piece of competitor's copy in which the last word had been said in favor of the product, and produce an ad that went it one better, but frankly he was rather taken aback to read that the bread made from "Aristos Flour" was the "bestest." But this need not put other flour makers in a corner. Some resourceful copy-writer will soon be advertising flour that makes the "most bestest" bread.

## Selmore Displays sell more goods

Say to your customer sales guaranteed—money back. Write us—no expense—no risk.

Selmore 35 EAST 12th STREET  
NEW YORK

## Lincoln Freie Presse

LINCOLN, NEB.

Actual Average  
Circulation 131,428

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 38c.

No Agricultural List is Complete Without

## UP-TO-DATE FARMING

"The Farm Paper With a Mission"

200,000 copies twice a month

—Pays Farmers Who Read It—

So. Pays Advertisers Who Use It

Samples, Rates, Particulars Cheerfully Given

UP-TO-DATE FARMING

Indianapolis, Indiana

New York Chicago

OUR service includes reports on actual sales conditions as they may apply to a given line of goods. Let us investigate the trade conditions as they affect your particular product. Our data sheet service to agencies is also unique.



## A Worry Eradicator

An advertising manager who needs another right hand! Speak up! Can keep the worry and detail off your desk. Understand copy—layout—space buying—rates. Can catch your ideas or produce my own. Young, sober and experienced. Fifty per week will make the wheels go 'round. All further details after the handshake.

B. F. Box 190 - - - PRINTERS' INK

No agency barred looking for a man who can "PRODUCE" on the copy end.

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. Cash must accompany order. Forms close 10 a.m. Monday preceding date of issue.

### ADVERTISING AGENTS

**ALBERT FRANK & CO.** 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

### ADVERTISING MEDIA

**THE TEXTILE MANUFACTURER**, Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

**PACIFIC COAST FARMERS** of Oregon, Washington, Idaho and California can best be reached thru the old reliable **NORTHWEST PACIFIC FARMER**, of Portland, Oregon—Weekly, 42 years.

### ARTISTS

#### ILLUSTRATIONS

Lettering, border designs, human figures, cover designs, printers' dummies, layouts, etc., in pen and ink or wash. **ALF. WONFER**, 114 South 11th Street, Newark, N. J.

### BILLPOSTING

**8¢ a Sheet Posts R.I.**  
(LISTED, PROTECTED AND GUARANTEED SHOWING ADDRESS LAMAR BUILDING, PROVIDENCE, R.I.)  
**Standish-Barnes Co.**

### BUSINESS OPPORTUNITIES

**BIG MONEY** Can be made contracting Patented Illuminated Advertising Waste Paper Boxes on steam road, suburban lines, resorts, etc. Have exclusive rights State of Michigan for sale. Advertising salesmen look into this. Address, **EDWARD E. POWERS**, 763 Hartman Bldg., Columbus, Ohio.

### COPY WRITERS

**FALL ADVERTISING NOW PREPARED** at Summer rates. Strong, virile copy written—booklets, follow-up letters, etc. Your work has psychological force to it when we prepare it. At it fifteen years. **AD. WIDDER CO.**, 161 Broadway, Brooklyn, N. Y.

### FOR SALE

**ON ACCOUNT** of the installation of New Autoplate machinery, we have for sale a finishing machine, manufactured by R. Hoe & Company. The machine has been used only a few months and is in first-class condition. Will be sold at a bargain. Address **BUSINESS MANAGER**, Dispatch Printing Company, St. Paul, Minnesota.

**LINOTYPE MACHINE** No. 638, Baltimore Make, No. 1 Model, Equipped with two letter attachment, will set from 8 point to 11 point face, length of line to 30 ems, machine in good condition. Address **BUSINESS MANAGER**, Dispatch Printing Company, St. Paul, Minnesota.

### HELP WANTED

**A HIGH CLASS** New York Publication seeks an experienced high class solicitor with or without cash to invest. Must have trade and agency acquaintance. Prompt action. Address, **W. S.**, 82 Liberty Place, Weehawken, N. J.

**MAN** with some practical knowledge of, and liking for, selling and advertising for new, high-grade proposition. Permanent, if satisfactory. Salary and commission. For New York City. Address Box BD-344, care of Printers' Ink.

**HERE'S** a good opportunity for a young man with retail selling experience preferably, who can write good, strong, convincing copy. This agency is young and growing rapidly. Good salary to start and advancement rapid if you can produce. **DEAN HICKS COMPANY**, Grand Rapids, Michigan.

### LETTER SPECIALISTS

**"GRAINS OF GUMPTION"** a nifty booklet full of the concentrated essence of advertising sense, 25 cents. **JED SCARBORO**, 557a Halsey St., Brooklyn, N. Y.

### MISCELLANEOUS

**MANUFACTURERS** looking for high grade advertising men and advertising men in search of better positions will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 19 W. 31st St., New York City.

**MODELS**

**WILL SMALL**, perfect working models of your product in the hands of your traveling salesman increase your sales? That is our specialty. Model and experimental work for inventors also. Prices reasonable. **MAROA MANUFACTURING CO.**, Maroa, Ill.

**POSITIONS WANTED**

**ADVERTISING MAN**, (24), 8 years' agency experience, thoroughly familiar with detail and routine of advertising, mechanical work, engraving, proofreading, rates, space buying, correspondence; unquestionable references. Box AS-966, care of Printers' Ink.

**MEDICAL MAIL ORDER MAN**

Fifteen years' experience in writing copy for ads. Form letters. Also manufacturing Proprietary Preparations is open for position, New York only considered. Well posted on F. O. rulings and regulations. Best references. Surety bond in any amount. Now bonded. Box BD-337, care of Printers' Ink.

**COULD YOU USE** the services of a competent, experienced detail man and salesman? Experience qualifies me to handle the various forms of connective and co-operative advertising, window campaigns, sampling, etc. Experimental, tryout or "missionary" work no objection. Aged thirty, excellent education and references. Salary secondary to opportunity. Box AS-966, care of Printers' Ink.

**ADVERTISING MANAGER** (27). At present with automobile accessories manufacturer. 3 years' advertising experience. Can produce good copy, layouts, folders, letters, etc. Excellent references. Box BD-338, Printers' Ink.

**ADVERTISING MANAGER** with ten years' experience would like to make a change September First. Can design and write strong newspaper copy and booklets; get up ideas for any kind of outdoor display and understands the placing of all kinds of advertising. Best of references from well known people. Address, Box AD-340, care of Printers' Ink.

**ADVERTISING MANAGER  
UNUSUAL EXPERIENCE**

An agency manager for three years have successfully introduced and promoted sale of several well-known manufactured products, planning entire campaigns and writing copy. Now want to concentrate with some live manufacturer. Three years advertising man for big department store; also successful salesman. A hustler; excellent character and personality; age 29. If you've a growing opportunity, write me—will go anywhere. Address, Box CD-341 care of Printers' Ink.

**PUBLISHING BUSINESS OPPORTUNITY**

**TO THE AMBITIOUS YOUNG MAN** with capital and experience, who desires to become a publisher, we can offer several good opportunities. **HARRIS-DIBBLE COMPANY**, 71 West 23rd St., New York City.



**\$42.<sup>00</sup> Paid**

**for Bound Volumes**

of **PRINTERS' INK**  
—1912—1913—by an  
advertiser who needed  
them in his business.

To **PRINTERS' INK**  
readers who make a

practice of buying in a rising market, the 1914 set  
of bound volumes (\$8.00) offers an excellent opening.

**PRINTERS' INK PUBLISHING CO.**

12 West 31st Street

New York City

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.

## ALABAMA

**Birmingham, Ledger**, dy. Average for 1913, 39,003. First 2 months, 1914, 30,245. Best and cleanest advertising medium in Alabama.

## ARIZONA

**Phoenix, Gazette**. Average gross circulation first three months, 1914, 7,336.

## CONNECTICUT

**New Haven, Evening Register**, daily. Aver. for 1913 (sworn) 19,356 daily, 2c.; Sunday, 15,630, 5c.

**Waterbury, Republican**. Examined by A. A. regularly. 1913, Daily, 8,668; Sunday, 8,632.

## ILLINOIS

**Joliet, Herald**, evening and Sunday morning. Aver. year ending Dec. 31, 1913, 9,661.

**Peoria, Evening Star**. Circulation for 1913, Daily, 21,608; Sunday, 10,376.

## INDIANA

**South Bend, Tribune**. Sworn average May, 1914, 14,036. Best in Northern Indiana.

## IOWA

**Burlington, Hawk-Eye**. Average 1913, daily, 9,518; Sunday, 10,518. "All paid in advance."

**Des Moines, Register and Leader-Tribune**, daily average May '14, 69,334; Sunday, 48,696. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

**Washington, Eve. Journal**. Only daily in county. 2,003 subscribers. All good people.

**Waterloo, Evening Courier**, 56th year; Av. dy. 1913, 9,251. April daily aver. 14,763.

## KENTUCKY

**Louisville, Courier-Journal**. Average 1913, daily, 30,669.

**Louisville, The Times**, evening daily, average for 1913 net paid \$1,328.

## LOUISIANA

**New Orleans, Item**, net daily average for 1913, \$5,664.

## MAINE

**Augusta, Kennebec Journal**, daily average 1913, 10,657. Largest and best cir. in Cent. Me.

**Bangor, Commercial**. Average for 1913, daily 10,810.

**Portland, Evening Express**. Net average for 1913, daily 10,657. Sunday Telegram, 13,002.

## MARYLAND

**Baltimore, News**, daily. News Publishing Company. Average 1913 — Sunday, 54,885; daily, 76,733. For May, 1914, 84,830 daily; 81,456 Sunday.

The absolute correctness of the latest circulation rating accorded the **News** is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## MASSACHUSETTS

### Boston Globe

**Average Gross Circulation 1913:**  
177,747 Daily 313,397 Sunday

Sworn net average circulation March, 1914: Daily, 202,682; Sunday, 268,684.

Advertising totals: 1913, 8,334,750 lines, 1,136,622 lines more than any other Boston paper published.

The above totals include all kinds of advertising from that of the big department store to the smallest "want" ad.

**Boston, Evening Transcript** (©). Boston's tea table paper. Largest amount of week day ad.

**Lynn, Evening Item**. Daily sworn av. 1911, 16,987; 1912, 18,338; 1913, 19,873. Two cents. Lynn's family paper. Covers held thoroughly.

**Salem, Evening News**. Actual daily average for 1913, 19,496.

**Worcester, Gazette**, evening. Av. Jan. to Dec., '13, 21,904. The "Home" paper. Largest ev'g circ.

## MICHIGAN

**Detroit, Michigan Farmer**. Michigan's only farm weekly. Average circulation 1913, 51,351

## MINNESOTA

The absolute accuracy of **Farm, Stock & Home's** circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



**Minneapolis, Farm, Stock and Home**, semi-monthly. Actual average for first 3 months, 1914, 109,000.



Minneapolis. *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1913, daily *Tribune*, 106,763; Sunday *Tribune*, 169,163.

## MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1913, 125,602.

## NEW JERSEY

Camden, *Daily Courier*. Daily, Jan. 1st, 1913, to Dec. 31, 1913, 10,728.

Camden, *Post-Telegram*. 11,392 daily average 1913. Camden's oldest daily.

## NEW YORK

Buffalo, *Courier*, morn. Ave., 1913, Sunday, 103,269; daily, 61,756; *Enquirer*, evening, 67,686.

Buffalo, *Evening News*. Daily average, for 1913, 93,379.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1913, 7,363.

Schenectady, *Gazette*, daily. A. N. Lietz. Actual Average for 1913, 23,006. Benjamin & Kennor, 235 Fifth Ave., New York; Peoples' Gas Building, Chicago.

## NORTH CAROLINA

Charlotte *News* has absorbed the *Chronicle*. It is the best advertiser's proposition in this territory.

Winston-Salem, *Daily Sentinel* (c) av. Mar., '14, 6,024. *Semi-Weekly Sentinel*, av. Mar., '14, 7,174.

## OHIO

Cleveland, *Plain Dealer*. Est. 1831. Actual average for 1913: Daily, 113,497; Sun., 144,064. For May, 1914, 126,459 daily; Sunday, 166,287.

## PENNSYLVANIA



Erie, *Times*, daily. Av. cir. 1st 6 mos. 1913, 33,536; 2d, 33,333 av., May, 1914. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.



Philadelphia. *The Press* (c) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Mark and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1913, 79,989; the Sunday *Press*, 170,667.

Washington, *Reporter and Observer*, circulation average 1913, 13,576.



West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1913, 16,136. In its 42nd year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, eve. net, sworn, av. for 1913, 19,187. "Charter Member A. A. A."

York, *Dispatch and Daily*. Average for 1913, 19,137. Covers its territory.

## RHODE ISLAND

Newport, *Daily News*, (evening) 66th year. Covers field. Circulation for 1913, 4,890.

Pawtucket, *Evening Times*. Average circulation for 1913, 21,628—sworn.



Providence, *Daily Journal*. Sworn ave. net paid for 1913, 19,036 (c). Sunday, 30,494 (c). *The Evening Bulletin*, 47,502 sworn ave. net paid for 1913.

Westerly, *Daily Sun*. S. E. Conn. and S. Rhode Island. Sun to every 7 persons. Aver. cir., 1913, 6,636.

## SOUTH CAROLINA



Columbia, *State*. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 19,826. Jan., 1914, average, daily and Sunday, 23,014.

## VIRGINIA

Danville, *The Bee* (eve.) Average, May, 1914, 6,165.

## WASHINGTON

Tacoma, *Ledger*. Average year 1913, daily and Sunday, 21,661.

Tacoma, *News*. Average for year 1913, 20,619.

## WISCONSIN

Janesville, *Gazette*. Daily average, April, 1914, daily 6,618; semi-weekly, 1,888.

Racine (Wis.) *Journal-News*. Daily average circu. Jan. 1st to Dec. 31st 1913, 6,832.

## ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1913, 4,712.

## SASKATCHEWAN, CANADA

Regina, *The Leader*. Average, for 1913, 12,662. Largest circulation in Saskatchewan.

# Want-Ad Mediums

## CONNECTICUT

**NEW Haven Register.** Leading want ad medium of State. Rate 1c. a word. Av.'13, **29,356**.

## MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ad\* than all other Portland papers combined. 1c. a word 7 times, 4c.

## MINNESOTA

**THE Minneapolis Tribune**, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1913 **111,417** more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



## MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## NEW YORK

**THE Buffalo Evening News** is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

## PENNSYLVANIA

**THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

**THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

# (OO) Gold Mark Papers (OO)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign **⊙**.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$36.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance.

## ILLINOIS

**Bakers' Helper** (⊙), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

**The Inland Printer**, Chicago (⊙). Actual average circulation for 1912-13, **17,266**.

## MASSACHUSETTS

Boston, **American Wool and Cotton Reporter**. Recognized organ of the cotton and woolen industries of America (⊙).

Boston **Evening Transcript** (⊙), established 1836. The only gold mark daily in Boston.

Worcester **L'Opinion Publique** (⊙). Only French daily among 75,000 French population.

## MINNESOTA

The **Minneapolis Journal** (⊙). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

## NEW YORK

**Brooklyn Eagle** (⊙) is THE advertising medium of Brooklyn.

**Dry Goods Economist** (⊙), the recognized authority of the Dry Goods and Department Store trade.

**Hardware Dealers' Magazine** (⊙). Specimen copy mailed on request. 283 Broadway, N. Y.

**New York Herald** (⊙). Whoever mentions America's leading newspapers mentions the **New York Herald** first.

**Scientific American** (⊙) has the largest circulation of any technical paper in the world.

**New York Tribune** (⊙), daily and Sunday. Daily, now one cent—the best for the least.

## PENNSYLVANIA

The **Press** (⊙) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1913, sworn net average, Daily, **79,969**. Sunday, **170,667**.

# THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

**Providence Journal** (⊙), only morning paper among 600,000 people. "The R. I. Bible."

## TENNESSEE

The **Memphis Commercial Appeal** (⊙) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both *quality* and *quantity* tests. Daily, over **66,000**; Sunday, over **87,000**; weekly, over **96,000**.

## WISCONSIN

The **Milwaukee Evening Wisconsin** (⊙), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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**“The  
Old Hen  
Don’t Stop  
Scratching  
When  
the Worms  
are  
Scarce”**

You’d be insulted if anybody accused you of “laying down” when things weren’t going right. Then why let up on your publicity campaign just because your business falls off a little?

As a matter of fact, times are good or not as our minds direct. Shut your ears to the wail of the woeful and listen to the chirp of the cheerful. Pound your business on the back—add a few more dollars to your advertising appropriation—and you won’t be long in agreeing with us that

***BUSINESS IS GOOD.***

**The Ballard Advertising Company, Inc.**

Marbridge Building

**1328 Broadway, New York, N. Y.**

Prince Poniatowski, the famous Paris banker, says that in his opinion industrial and financial conditions in the United States are in a state basically sounder than those of any other country of the world and more ready for a forward movement.

